

VOLUME 68

JANUARY, 1922

NUMBER 4



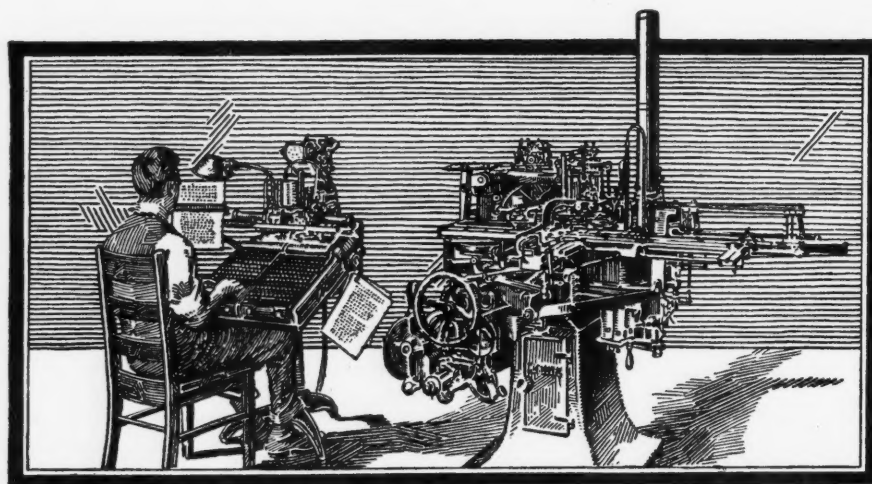
THE INLAND PRINTER



THE LEADING
BUSINESS & TECHNICAL JOURNAL
OF THE WORLD IN THE
PRINTING & ALLIED
INDUSTRIES

PRICE 40 CENTS

PUBLISHED BY THE INLAND PRINTER COMPANY, CHICAGO, ILLINOIS



MONOTYPE

THE word Monotype means much more than the name of a machine: it includes a complete system of composing-room efficiency based on the work of the Monotype both as a composing machine and Type-&-Rule Caster.

It means the achievement of the seemingly impossible in composing-room management. It brings to the printer machine composition without the sacrifice of hand quality.

Furthermore, because of its world-wide reputation for producing the best in printing, the mere possession of Monotype equipment is a great selling asset to its owner.

LANSTON MONOTYPE MACHINE COMPANY · PHILADELPHIA

NEW YORK :: CHICAGO :: BOSTON :: TORONTO :: BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA · SAN FRANCISCO



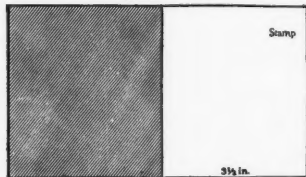
SUGGESTIONS

Helpful Information Concerning Direct Mail Literature

Post-Office Regulation as to Space on Outside

A VERY important phase of direct mail matter is that of leaving the right space on the outside, or address side, of a piece of third-class mail.

The post-office will not any longer allow an "all-over design." There must be an addressing space $3\frac{1}{2}$ inches wide



on the entire right-hand side of the mailing piece. (See the diagram.) The necessity for this is readily apparent when you recognize that space must be left at the right-hand corner for the postage stamp and legible post-marking, and in the lower right-hand corner for name and address, with particulars as to forwarding, etc. The address side of this very broadside (as reproduced in miniature below) shows that compliance with the post-office ruling need not interfere with attractiveness. Of course, if your circular when folded down is only 7 x 4 in size, this doesn't give you very much room for display.



The spirit of the ruling, however, is commendable, being intended to avoid mistakes and delays.

When to Use a Permit

The permit should not be used indiscriminately. In the case of the house organ a permit is O. K. Reaching the man month after month, a bond between the sender and the receiver has been established, and he doesn't mind the "deadness" of the permit.

When endeavoring to interest a man in a new proposition, or to get him to act quickly on his own initiative, a permit should never be used.

The Attached and Detached Postcard

There is no doubt that the attached postcard (forming part of the circular or folder) has a stronger appeal to action than the separate postcard, either put in loose or even attached by seal or clip. The appeal to action is stronger if the postcard has been carefully perforated so that it tears out easily.

Copyright, 1921, Butler Paper Corporations.

When the paper stock used is too light for a postcard, a separate card must be attached, but in the case of a mailing folder or broadside, which can be of heavy enough stock, be sure to take advantage of the psychology of the self-contained return card.

Direct Statement or Curiosity Appeal—Which?

Here is a very good formula which a person can use when in doubt as to what to put on the outside of a mailing folder: If you have a product absolutely different from anything else on the market, go ahead and say so on the outside of your mailing piece. But should you be attempting to market something which has a tremendous amount of competition—something which is in nearly every respect similar to that of nineteen or twenty competitors—then bring in the curiosity appeal, so as to get people to open up your circular and then read its important message.

Go to the Man at the Top and Work Down

All too often a first-class direct mail appeal is wasted, because of its having been sent to the wrong person. It is assumed that the Purchasing Agent,—the Master Mechanic,—the Office Manager or the Superintendent is the person really interested, and so the mailing piece goes to him. Now, he may be prejudiced in favor of a competitive article, and it's an awful job to try to switch him.

Next time you have anything that runs up into any kind of money, address the President, or the Secretary, or the Treasurer, as the occasion may be. The chances are more in your favor, because he will refer the piece to the department official, and see that it is brought to his attention.

You will then get a very much more open field, and your chances of selling will have materially increased.

Unless Your List is Good, Your Effort Will Be Wasted

Your first thought should be on your mailing list. It is the key to the success of your whole campaign. Yet how often we find a maximum of attention to the details of the plan, coupled with the greatest care in its execution, only to be followed by the most indiscriminate (and consequently wasteful) mailing. Of course, if your analysis has been thorough, the list is bound to be of the best—because part of a correct analyzing plan will have been the discovery of the men and the various types of men to whom your appeal should go.

Fill-in or Attractive Headline—Which Is Better?

With representative direct mail houses charging \$7.50 per thousand for the filling-in of letters, it becomes a question of grave concern whether such fill-in pays or whether an effective substitute may be used.

Here again we have the question of what you have to offer. Supposing your proposition can be succinctly stated—suppose it is of such great value to a dealer, for instance, that if he could get it in a sentence, it would have his unwavering attention, then by all means put it in a headline.

The Advantage of Pen Signing

There is nothing to equal the pen signature, and the beauty of it is that it costs no more than the mechanically produced facsimile. And while it is, of course, possible to make wonderful imitations of handwritten signatures, frequently the results are far from satisfactory. Obviously, you don't sign these letters yourself. You turn this work over to the concern making the pen-signing operation a part of their regular business.

Pre-cancelled Stamps permit Use of Clips

The post-office department deprecates the use of clips because so many become detached while going through the canceling machine. If you use pre-cancelled stamps, you not only have the advantage of being able to close your mailing piece, and keep your card in place with a single clip but you help the post-office expedite the distribution of the mail.

Get Full Worth of Your Postage Stamps

Every letter you send out has to bear a two-cent stamp. For this you have the privilege of a total mailing of one ounce. Do you avail yourself of this privilege to the full? See to it that you have a number of suitable enclosures all carefully estimated, to accompany your one sheet or two sheet letters, and thus get full value from your postage. Naturally, you will use good judgment regarding copy, size, color scheme and display.

Make Your Message More Effective by Making it Most Attractive

When your prospect receives your mailing piece, what is his first impression? On this frequently hangs the fate of your message. It is vitally important that the type stand out invitingly, that the illustrations look interesting and clear, that the surface is not broken at the folds. In a word, you should choose such a paper as Forty-Fold Broadside Enamel—a Butler standard—to carry your message. It will serve you well.



Established 1844

Please Mention THE INLAND PRINTER When Writing to Advertisers.

TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET
SPECIAL MAGAZINE
MACHINE FINISH
TICONDEROGA FINISH



MUSIC
EGGSHELL
SCHOOL TEXT
ANTIQUE LAID

Uniformity

SALES OFFICE, 522 FIFTH AVENUE, NEW YORK CITY, N. Y.

HOYT

Superior Type Metals

Electrotypers find HOYT Standard Grade Electrotpe Metal the most satisfactory yet. The forty-six years' experience that stands back of all our type metals, explains this. This knowledge is YOURS when you use HOYT Metals.

We Also Make

Hoyt Faultless Linotype Metal Hoyt Combination Linotype
Hoyt N. P. Stereotype Metal and Stereotype Metal
Hoyt A X Monotype Metal

Let our service department help YOU on your type problems.

HOYT METAL CO. St. Louis, New York City,
Chicago, Detroit.

SEYBOLD

CUTTING MACHINES

Manufacturers of
CUTTERS
DIE PRESSES
KNIFE GRINDERS
ROUND CORNER CUTTERS
BOOK COMPRESSORS



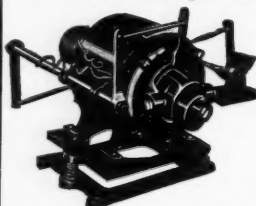
Machinery for
PRINTERS
BOXMAKERS
BOOKBINDERS
LITHOGRAPHERS
PAPER MILLS

THE SEYBOLD MACHINE COMPANY
Dayton, Ohio.

AGENCIES: New York, Chicago, Atlanta, Dallas, San Francisco, London
Paris, Lyons, Stockholm, Havana, Buenos Aires, Toronto, Winnipeg

THE WARNER

Friction Drive,
Foot Control,
Variable Speed Motors for Job Presses



A 30-day trial will convince you that we have the best motor on the market. No rheostat or resistance coils, you get any desired speed and can start or stop by simply pressing the foot lever.

1/4 H. P. \$60.00

1/3 H. P. \$65.00

These prices are F.O.B.
Kalamazoo, Mich.

The above is complete with spring base and foot control, all ready for service. 110-volt, 25 to 60 cycles only. Always state voltage and cycles.

We guarantee satisfaction. Write for our booklet on press motors.

WARNER ELECTRIC CO., Kalamazoo, Michigan

The INLAND PRINTER

Vol. 68, No. 4

HARRY HILLMAN, Editor

January, 1922

Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A.

New York Advertising Office, 41 Park Row

TERMS—United States, \$4 a year in advance; single copy, 40c.
Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.

LATEST "PROUTY"
Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment
(Unexcelled)

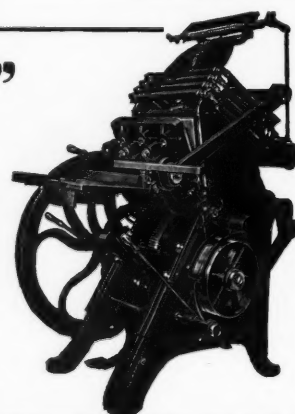
Obtainable Through Any Reliable Dealer

Manufactured only by

Boston Printing Press
& Machinery Co.

Office and Factory

EAST BRIDGEWATER, MASSACHUSETTS

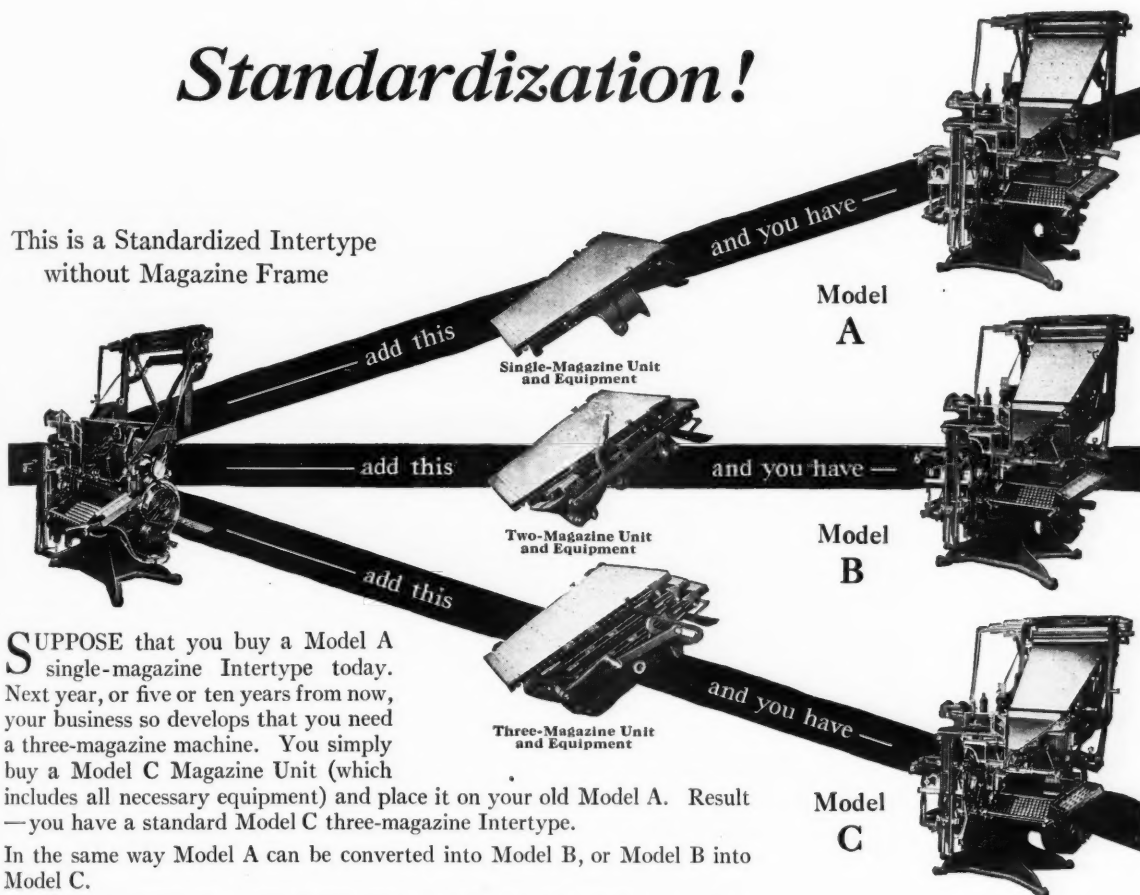


1st Reason WHY the INTERTYPE IS "The *Better Machine*"

This is the first of a series of practical talks on Intertype construction. More will follow. Watch for them!

Standardization!

This is a Standardized Intertype
without Magazine Frame



SUPPOSE that you buy a Model A single-magazine Intertype today. Next year, or five or ten years from now, your business so develops that you need a three-magazine machine. You simply buy a Model C Magazine Unit (which includes all necessary equipment) and place it on your old Model A. Result — you have a standard Model C three-magazine Intertype.

In the same way Model A can be converted into Model B, or Model B into Model C.

Your own operator, with one helper, can make such a change in fifteen minutes — and the cost is only the difference in price between the two models involved.

INTERTYPE CORPORATION

General Offices, 807 Terminal Building, BROOKLYN, N. Y.

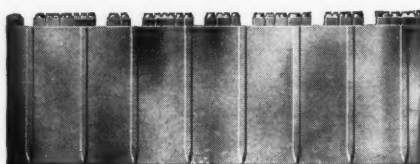
Middle Western Branch.....550 Rand-McNally Building, CHICAGO
Southern Branch.....303 Glaslyn Building, MEMPHIS

Pacific Coast Branch.....306 Aronson Building, SAN FRANCISCO
Canadian Representative.....Toronto Type Foundry Co., Ltd.

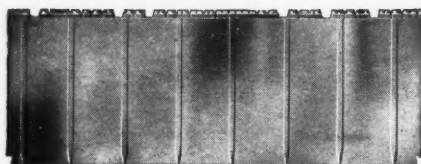
Advantages of the Linograph

7

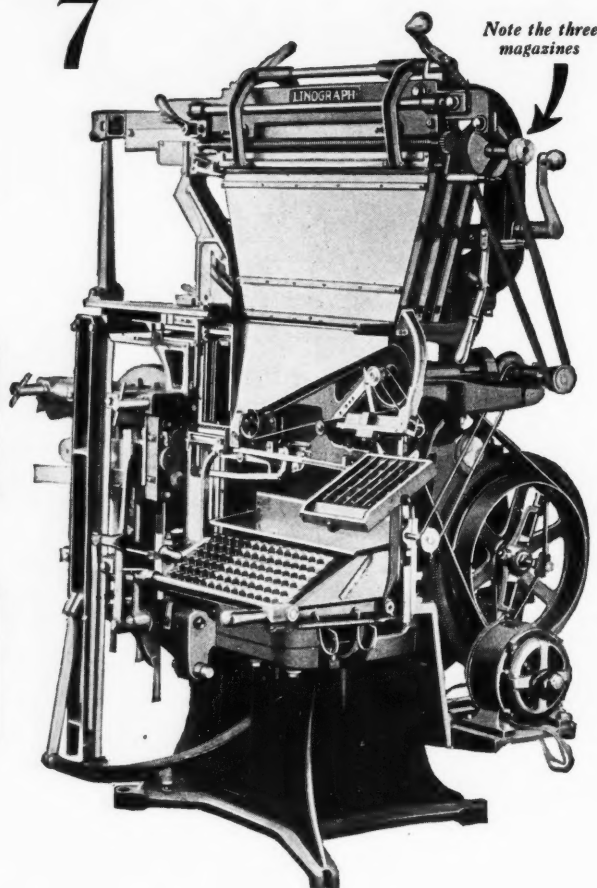
The Low Quad Slug



The Linograph Slug



Slugs of other machines

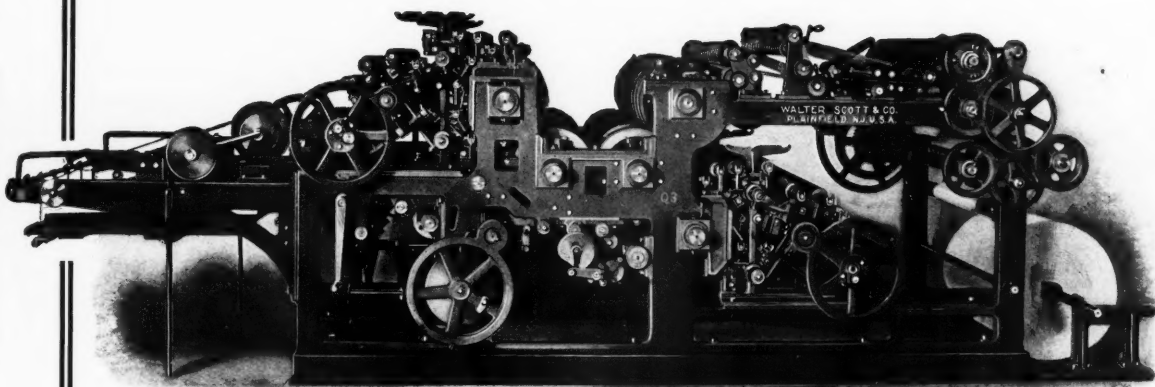


On the "Model 3" or any Linograph model, the slug is the outstanding feature of the finished product. The Linograph casts a quad-line that is about two points lower than the quad-lines in other line-casting machines. Linograph quad-lines *do not show up in printing*. There is no chiseling or cutting down on Linograph slugs — ever. The picture tells the story.

*The Linograph is the machine you need.
Write for "Answers to Your Questions."*

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U. S. A.

The Linograph Way is the Easiest Way



Out of the Rut

and into a line of printing Direct Mail Order Catalogues and other long runs that must be issued in a hurry has been found very profitable to a number of wide awake printers in this country and abroad who are equipped with our machinery for doing it.

The Scott All-Size Rotary Press

is without exception the most versatile Printing Press built. It feeds from a roll and is arranged to take any width of paper and cuts off any length of sheet. It prints the work on one or both sides in one color or with an extra color on one or both sides of the sheet as desired, at a speed up to six thousand per hour. After printing the sheets are delivered flat on a table which lowers automatically and requires no man handling, and prevents spoilage.

Chicago, Philadelphia and New York Printers

also printers in other parts of this country are operating these machines with profit, and it will pay you to *stop, look and listen* to our story about this press.

WALTER SCOTT & COMPANY

Main Office and Factory:

PLAINFIELD, NEW JERSEY, U. S. A.

NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway at 42d St.

CHICAGO OFFICE: Monadnock Block

CABLE ADDRESS: Waltscott, New York

CODES USED: A B C (5th Edition) and Our Own



E. PARKER ARCHIBALD, *Advertising Manager*
Royal Electrotpe Company

Recently we completed a series of advertisements featuring the personnel of the Royal organization. This series created such favorable comment and we had so many inquiries as to who was responsible for it, that we decided to steal a march on the *master mind* and arrange this display without Mr. Archibald knowing a thing about it.

We are proud of Mr. Archibald and the work he has done for Royal. We are reproducing on the opposite page a part of the letter which Mr. Archibald wrote us. The entire letter was read at a recent gathering of our executives, departmental heads and foremen.

The whole message is typical of the man, but the conclusion carries a message which we would like to scatter broadcast.

We want everyone of our friends to know Mr. Archibald, whose spirit we reflect in all of our advertising and which spirit he has instilled to a large degree into every member of the Royal organization.

Hats off to Archie!

*An Open Letter
to Every Employee
of the—*



Royal Electrotpe Company

After ten years of consistent advertising we have driven home a National idea. We have spread the *conviction*—get that word “conviction,” not impression—that of all the electrotyping outfits in this whole country, Royal is far and away the best.

The object of this letter is to urge every one in the Royal Organization to do his individual part towards furthering this conviction. Not one of us must fail to get behind Royal advertising. Once a customer has felt the *conviction* that Royal is his logical source of supply for the best in electrotyping—what a shame through the failure of some individual in the Royal plant to do his part right—to have that customer conclude that he was wrong—that we are not what our advertising claims us to be—not reliable—not dependable and finally no better than the average.

Advertising succeeds only when the goods and the service equal the advertised reputation. When a customer has been moved to act by advertising—whether he acts again—whether he buys again, is dependent upon his first experience. If that is satisfactory, he becomes a *repeat order customer*. And when you have repeat order customers you have a business all your own.

Then the big idea is to *keep the account*. In the case of Royal’s business, this is particularly essential because each repeat order account that we have today represents a lot of effort spent in getting it. Each account is precious.

The idea is that we *want more* accounts and to this end we want *every* Royal man to study our advertising—study it seriously and suggest ways in which we can show the public that our men are back of what we say about Royal.

We want our advertising to be the voice of the shop—and not the hot air of the advertising man. If, in addition to what we already have in the way of a reputation for quality, we can get the public to feel that every man is back of our advertising—then we will achieve a truly wonderful success; our plant will be filled with work representing the cream business of the country. The satisfaction of working for Royal will carry with it the joy of each one having a part in building a business of such National fame as no competitor can hope to match.

Sincerely,

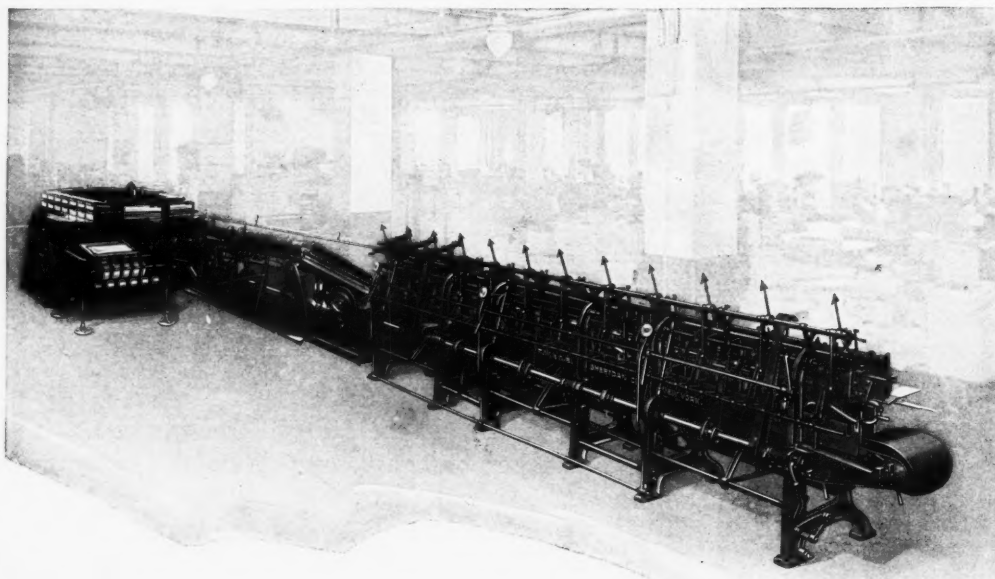
A stylized, handwritten signature in dark ink, appearing to read 'E. F. Reddick'.

A Distinct Achievement

The SHERIDAN Combination Gatherer, Stitcher and Coverer, sounds a new note in SHERIDAN Supremacy

The SHERIDAN Continuous Coverer and the Improved Gathering Machine are now combined by our new Side Wire Stitcher, making it practical to run the three machines in combination without any loss of output, and still retain the splendid quality of product for which the SHERIDAN machines are justly famous.

Special attention is called to the clean flat back and perfect register of the cover, also to the jogging mechanism on the Stitcher, which is exceptionally simple and accurate.



The Stitcher can be furnished so as to stitch either two or three staples in each book, and can also be built as a separate unit, with feed table and delivery end, or can be attached to any regular Gatherer already in use, at a nominal cost.

Write for particulars or let us know when a salesman can call.

T. W. & C. B. SHERIDAN COMPANY

401 Broadway
NEW YORK CITY, N. Y.

609 South Clark Street
CHICAGO, ILLINOIS

63 Hatton Garden
LONDON, E. C. No. 1, ENGLAND

The Mill Price List

5

Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel

Pinnacle Extra-strong
Embossing Enamel

Westvaco Ideal
One Side
Super

Specifications and Selections

Each Westvaco Standard Brand of Paper serves a specific printing requirement.

You can make *selection* from The Mill Price List of the paper best adapted for each particular printing purpose.



See reverse side
of this insert for
the National List
of the *Westvaco*
Brand Distributors

The Mill Price List

Distributors of

Westvaco Mill Brand Papers

Manufactured by West Virginia Pulp & Paper Co.

<i>Atlanta</i> The Chatfield & Woods Co.	<i>Minneapolis</i> Graham Paper Company
<i>Augusta, Me.</i> The Arnold-Roberts Co.	<i>Nashville</i> Graham Paper Company
<i>Baltimore</i> Bradley-Reese Company	<i>New Haven</i> The Arnold-Roberts Co.
<i>Birmingham</i> Graham Paper Company	<i>New Orleans</i> Graham Paper Company
<i>Boston</i> The Arnold-Roberts Co.	<i>New York</i> West Virginia Pulp & Paper Co.
<i>Buffalo</i> The Union Paper & Twine Co.	<i>Norfolk, Va.</i> Richmond Paper Co., Inc.
<i>Chicago</i> West Virginia Pulp & Paper Co.	<i>Omaha</i> Carpenter Paper Co.
<i>Cincinnati</i> The Chatfield & Woods Co.	<i>Philadelphia</i> Lindsay Bros., Incorporated
<i>Cleveland</i> The Union Paper & Twine Co.	<i>Pittsburgh</i> The Chatfield & Woods Co.
<i>Dallas</i> Graham Paper Company	<i>Providence</i> The Arnold-Roberts Co.
<i>Des Moines</i> Carpenter Paper Co.	<i>Richmond, Va.</i> Richmond Paper Co., Inc.
<i>Detroit</i> The Union Paper & Twine Co.	<i>Rochester</i> The Union Paper & Twine Co.
<i>El Paso</i> Graham Paper Company	<i>St. Louis</i> Graham Paper Company
<i>Houston</i> Graham Paper Company	<i>St. Paul</i> Graham Paper Company
<i>Kansas City</i> Graham Paper Company	<i>Washington, D. C.</i> R. P. Andrews Paper Co.
<i>Milwaukee</i> E. A. Bouer Company	<i>York, Pa.</i> R. P. Andrews Paper Co.

*This U. T. A. report was sent
back because productive time on
display was reported as 90%*

The Success Linotype Composition Company of Des Moines, Iowa reported 90% productive time on display composition.

This extraordinarily high mark was questioned, but the Success Company, after re-checking, returned the report with the statement that it was correct.

Their explanation of this high percentage of productive time in this department was that *they were Ludlow-equipped* and the Ludlow eliminates almost all the time-taking lost motions and delays that make up non-productive time.

With the Ludlow there is a steady flow of composition going up all the time — never a wait and never a hesitation. The face they want and the size they want is always ready. When the copy is up they have the entire cost because they have no distribution of type forms.

You can get all the facts on the Ludlow System of Display Composition—and you should have them. We will be glad to tell you just what the Ludlow will do on your particular sort of work—in your particular composing room.



Ludlow Typograph Company

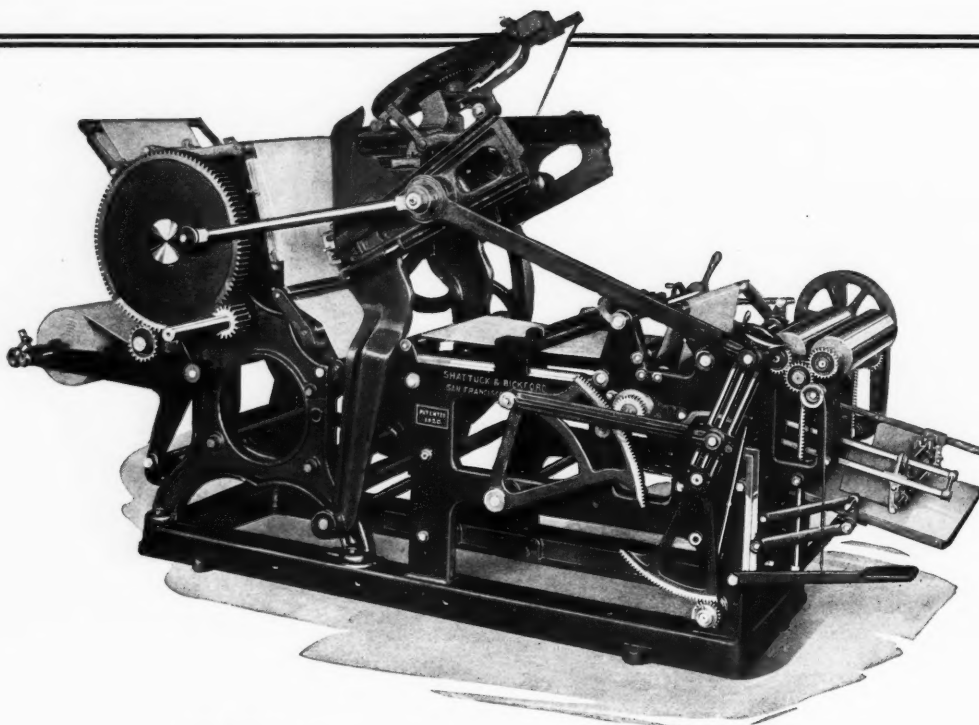
General Office and Factory:

2032 Clybourn Avenue, Chicago, Illinois

Eastern Office: 606 World Bldg., New York

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Please Mention THE INLAND PRINTER When Writing to Advertisers.



High Speed and Good Work

The Shattuck & Bickford Automatic Roll Feeder gives your platen presses a big output yet maintains their simplicity and low cost of operation. Attached to a 10 x 15 Chandler & Price Gordon it will give from 2,000 to 3,000 impressions an hour, actual output, with perfect register.

It feeds any size sheet from 3 x 3 to 13 x 17; any thickness from tissue to heavy book and bond papers. It cuts, slits, punches and perforates accurately and automatically. The printed sheets are delivered either cut to size or rewound in perfect rolls.

The Shattuck & Bickford Automatic Roll Feeder

Will save time and production costs on any run of 500 or more. Its rapid adjustment and ease of make-ready make the frequent changing of jobs thoroughly practicable on this feeder.

SHATTUCK & BICKFORD, INC.

345-355 BATTERY STREET (AT CLAY) SAN FRANCISCO

Sole Selling Agents

George R. Swart & Co., Inc., Printing Crafts Bldg., Eighth Ave. and 34th Street, New York City

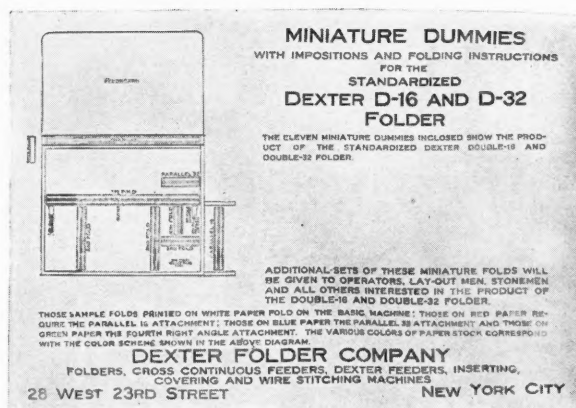
Harnet, Weatherly, Hoffert, Inc., 608 S. Dearborn Street, Chicago, Ill.

Printers Supply Co., 306-308 S. Sixth Street, Minneapolis, Minnesota

Los Angeles Branch: 347 So. Wall St.

Seattle Branch: 2006 Western Ave.

Dummies for Large Editions of Booklet, Catalog, Book and Publication Work



By using the eleven miniature dummies pictured above when planning all large edition booklet, catalog, book and publication work to be folded on double sixteen machines, you can trace each step of the job from beginning to end and know what the result will be.

The impositions, guide edges and folding instructions contained in this set of dummies give you a bird's eye view of your finished job before it is started. You can be sure that work laid out and planned in accordance with the specifications given on these miniature folds can be handled with the least time, cost and trouble in any bindery equipped for large edition work.

Plan your printing jobs from the binding end first, and know your binder's equipment. These folds will help you to better understand the importance of right binding specifications.

If you are interested in large edition work, send for your set of Double-16 Dummies today—no charge

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cutters, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO

PHILADELPHIA

BOSTON

CLEVELAND

ATLANTA

DALLAS

SAN FRANCISCO

*for a big
1922*

At this opportune
time we extend
to all our friends
our most sincere
wishes for a fine
big and prosperous
business during
the coming year

1 9 2 2



R.J. Dowd Knife Works
Makers of better cutting knives since 1847
Beloit, Wis.

Typothetae Teachings

Applied to the *Buying* of Electrotypes

MORE than two million dollars is being invested each year to teach printers, among other things, the economic necessity of *knowing their costs* before quoting selling prices.

Much progress has been made toward correcting the chronic tendency of printers to sell below a proper profit. Now, if this principle is vital to the printer's welfare, it is equally vital to the electrotyping industry.

Not to give the electrotyper *his* proper profit when he, too, has his costs to consider, is to lead the electrotyping industry back into economic chaos.

Just as printers find their economic progress retarded by those who prefer losing money to losing "orders," there are electrotypers who persist, under pressure of critical buyers, in selling below the known cost of production.

As everybody knows, "it can't be done."

Printers should be consistent, and not expect the electrotyper to sell below his known costs or without his fair margin of profit.

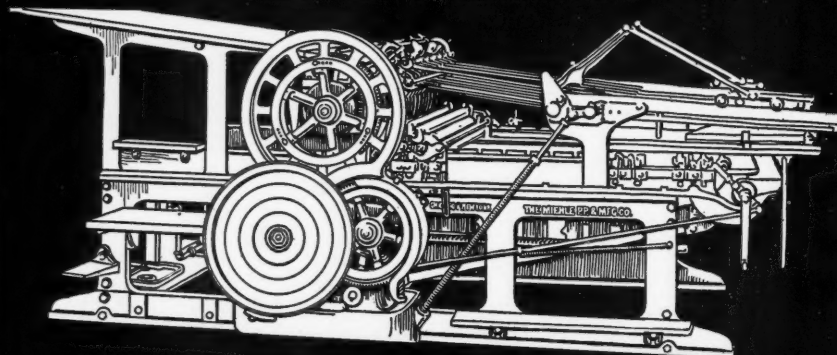
Consider the electrotyper's position; his work is strictly confined to duplicating the forms, originals and patterns of the printer. He cannot *originate* as the printer does, and thus make money by adding to the selling value of his product — yet he must be ready at all times, with his organization fully set — his overhead fixed, and his costs predetermined — before he can give satisfactory service.

Skilled workmen are an unquestioned necessity, and they must be stationed — ready to work — not fired and hired at will. Business depression and lack of orders only tend to increase the electrotyper's overhead.

The electrotyper wants the printer to be prosperous, and in turn, the printer to apply the teachings of the typothetae to *buying* as well as to selling.

INTERNATIONAL
ASSOCIATION *of* ELECTROTYPERS

The Miehle



THE TEST OF A MIEHLE

PRODUCING, with the most delicate accuracy, the finest quality of work, at the highest speeds yet attained, the Miehle goes on day after day, operating simply, effectively and economically.

The real test of a Miehle is its ability constantly to earn a profit for its owner. And it has done this so regularly and invariably that it is generally recognized as the standard machine of its type.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monmouth Bldg.

PHILADELPHIA, PA., Stephen Girard Bldg.

BOSTON, MASS., 176 Federal St.

NEW YORK, N.Y., 2800 Woodworth Bldg.

DALLAS, TEX., 611 Deere Bldg.

SAN FRANCISCO, CAL., 693 Mission St.

ATLANTA, GA., Dalton Printers Supply Co.

DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

“—and bigger profits for me”

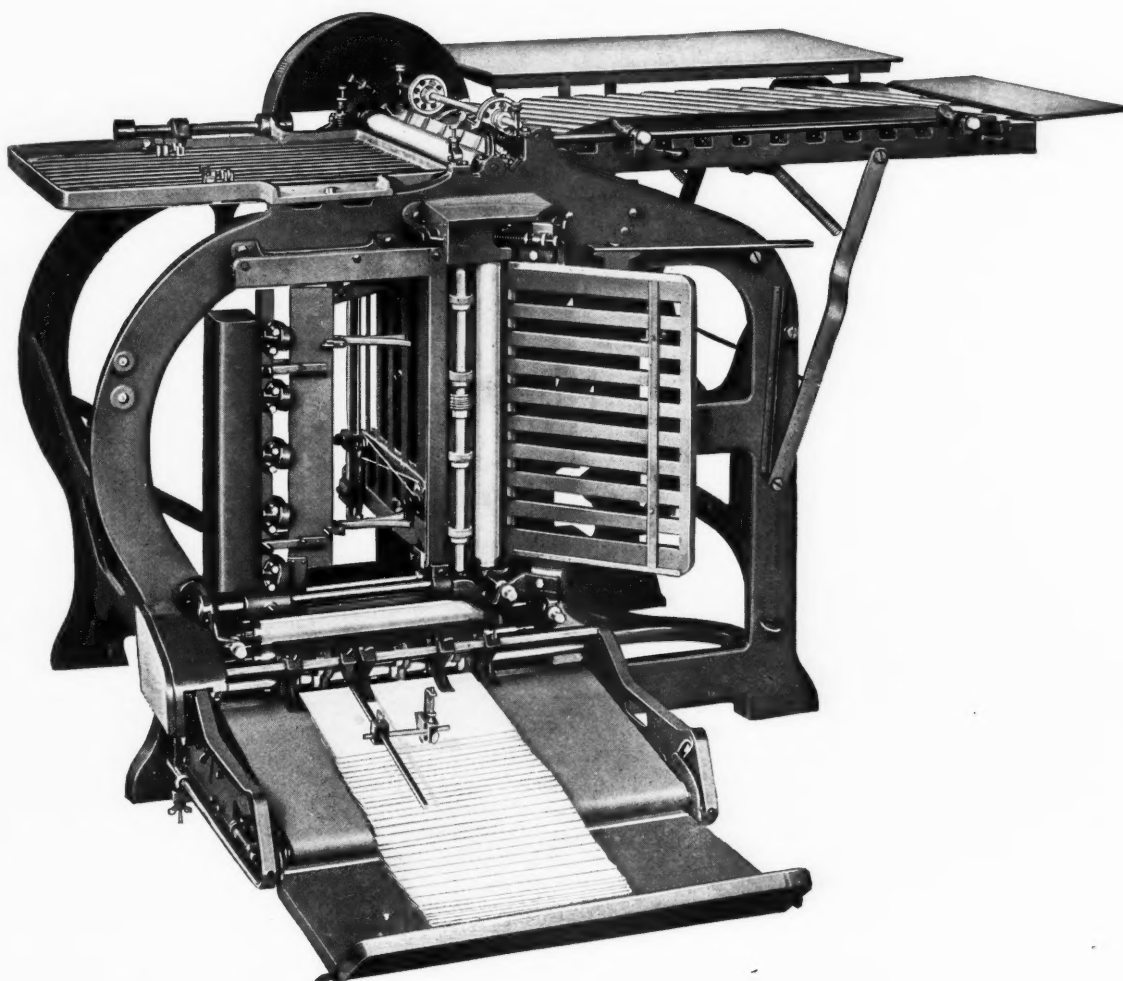
Even if Cleveland Folding Machines could make only those forms which can be folded on other folding machines, Cleveland's would still be the choice of progressive printers and binders.

“Even if I never wanted Cleveland equipment for the exclusive folds they can produce,” said one prosperous printer to us recently, “I would still use Cleveland's because their greater simplicity means less time lost in adjustments, their greater accuracy means less spoilage, and their greater speed means bigger production—and bigger profits for me.”

Put Cleveland Folding Machines in your plant. For any printer, for any binder, for any job—large or small—Cleveland's are the ideal folding equipment.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND



Sigmund Allman Company
Extend their best wishes
For a prosperous New Year
To all members
Of the Printing Industry ~



What a printing press will do and what it costs to do it are, and always have been, the tests of its real worth

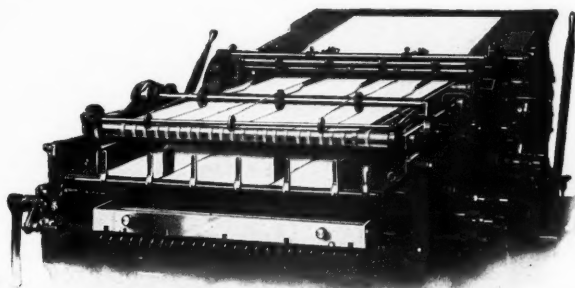
Do you Mr. Printer appreciate the worth of the Universal Equipment Babcock and its Automatic Printed-side-up Delivery, when figuring the hour cost of cylinder press work?

"Our best Advertisements are not printed; They Print"

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

MAIN OFFICE AND FACTORY: NEW LONDON, CONN.

NEW YORK OFFICE: 38 PARK ROW

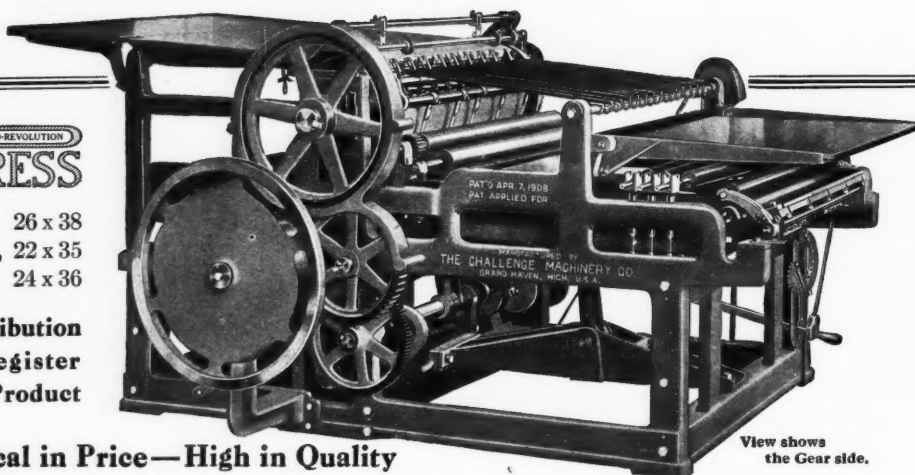


BABCOCK

LEE PRESS

Size of Bed, 26 x 38
Size of Form, 22 x 35
Takes Sheet, 24 x 36

**Fine Distribution
Perfect Register
Superior Product**



View shows
the Gear side.

Economical in Price—High in Quality

The Every-Day, All-Around Money-Maker

The Lee Two-Revolution Press meets the demand of many years for a really simplified, easily handled, moderately priced, low up-keep, all-around two-roller, fly-delivery press.

The Lee Two-Revolution Press has fine distribution, a positive, rigid impression, registers perfectly and delivers a superior product at the least possible expense in time and effort, whether it be a simple one-color job or fine color work.

The Lee Two-Revolution Press is an all-around machine, and will handle anything from a 6 x 9 handbill or single letterhead up to double-folio or a 24 x 36 inch sheet.

YOU OWE IT TO YOURSELF TO WRITE TODAY FOR FULL PARTICULARS AND PRICES



One-piece Base

Powerful
Worm Gear Drive

Diamond Power Cutters

Meet Every Production Requirement

Every user is enthusiastic over the **Diamond** because he knows the built-in quality of the cutter—its great durability, its permanent accuracy; its Gibraltar-like stability; its speed; its great power under all conditions; its ease of handling; its many conveniences for the operator; its fine finish and pleasing design. They know that users of **Diamond Power Cutters** have the best power cutter that money can buy.

MADE IN 30, 32 AND 34 INCH SIZES

Diamond Power Cutters are supreme by every standard by which a really good power paper cutter can be judged. There is no "guess-work" in their building.

SEND TODAY FOR FULL PARTICULARS AND PRICES

**THE CHALLENGE
MACHINERY CO.**

**Challenge
reations**
for
Printers

MAIN OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.
CHICAGO NEW YORK
124 S. Wells Street 461 Eighth Avenue

If you like hot coffee these cold mornings—

❖ ————— ❖

You wouldn't start work without a good breakfast to warm you up—wouldn't work well if you did.

Neither will printing ink. After a night in the fountain or can, it's cold and stiff. And even after the air of the room warms up, all the metal the ink touches—fountain, angle rollers, plates—holds a chill which keeps it sticky and full of excessive tack.

That's how many winter morning hours are wasted. The heavy ink refuses to print clean and sharp. It picks. Varnish only makes it crawl and mottle, and kills the color.

Reducol is the breakfast that printing ink needs for a full day's work in January weather. The pressman puts an ounce of this famous corrective in the ink, and zip! the press starts at top speed.

Sounds too good to be true? We guarantee Reducol to perform as stated, and to have absolutely no ill effects.

End the cold-morning delays. Start the day right. Use Reducol!

*We will send a five or ten pound can of Reducol
to any responsible house for thirty days' trial.
Charge cancelled if you're not perfectly satisfied*

❖ ————— ❖

INDIANA CHEMICAL & MFG. COMPANY

Dept. I-1, 135 SOUTH EAST STREET, INDIANAPOLIS, INDIANA, U. S. A.

23-25 East 26th St., New York City

608 S. Dearborn St., Chicago

Pacific Coast Agents: Geo. Russell Reed Co.
San Francisco, Seattle, Portland

Canadian Agents: Sinclair, Valentine & Hoops, Ltd.
Toronto, Montreal, Winnipeg

British Agents: Borne & Co., Ltd., 35/37 Banner St., London, E. C. 1

The "Know How"

in the design and manufacture of equipment for so exacting an individual as the modern printer is a "something" that can only be acquired by a *real knowledge* of his actual requirements. Almost a half century of continuous application to this line justifies the assertion that *we* possess that knowledge to a marked degree.



Steel—No. 829. Wood—5255-A.

Don't increase the opportunity for errors by compelling *your* proofreader to work under obsolete conditions. Adopt the modern plan—make it *easy* for him to do his work *right*. Our Desks provide what is practically the equivalent of a private office with all necessary equipment at one's fingers' ends, thus making for speed and accuracy at all times.

DETAILS:

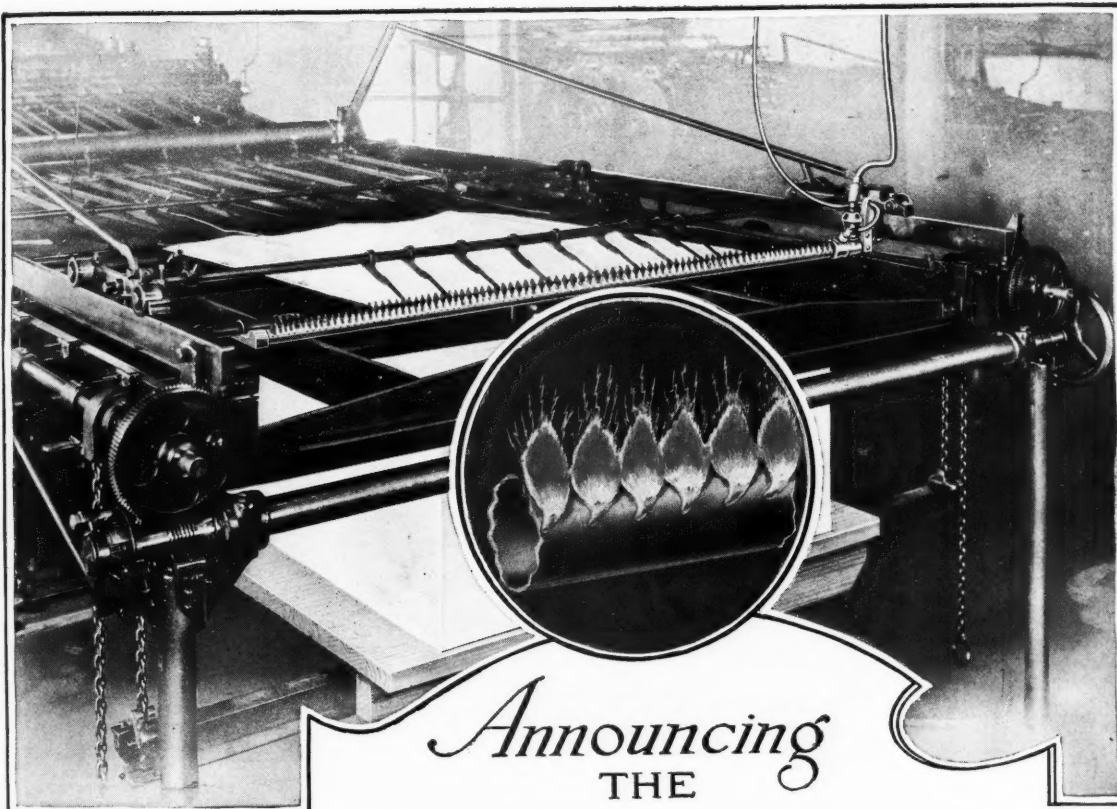
Two adjustable writing beds (size 19x18 in.) on flat working surface.
Five bins at top, size $8\frac{1}{2} \times 7\frac{3}{4} \times 11\frac{3}{4}$ in.
Two large drawers (size $20\frac{1}{2} \times 20 \times 2\frac{1}{2}$ in.) as shown, with different style lock on each.
Center pedestal with sliding shelf at top; two compartments size $11\frac{1}{4} \times 6 \times 24$ in., and two of size $11\frac{1}{4} \times 4\frac{5}{8} \times 24$ in.
Electric lights with flexible conduits permitting any desired adjustment.
Overall dimensions: Length, $63\frac{1}{2}$ in.; height, $50\frac{1}{2}$ in.; depth, 27 in. Height to writing beds, 30 in.
Finish: steel, olive green; wood, antique gloss.
Total floor space required, $63\frac{1}{2} \times 27$ in.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



Announcing
THE
Chapman Gas-Electric Neutralizer

*The price
of the
Chapman
Gas-Electric
Neutralizer
is moderate
—the saving
is great.*



**An innovation radical in its bearing on
the production and quality of presswork.**

A gas flame, electrified by the universally
used Chapman Electric Neutralizer, re-
moves *all* electricity from the paper—
absolutely. The combination of flame and
electricity dries the ink as it has *never*
been dried before.

Gas and Electricity are automatically shut
off when press stops.

No gas burns when press is not running.

**This is of vital importance to the producers of
high-grade printing, especially color work.**

Investigate!

United Printing Machinery Co.

604 FISHER BUILDING
CHICAGO

38 PARK ROW
NEW YORK

83 BROAD STREET
BOSTON

Have you a Bronzing Problem?



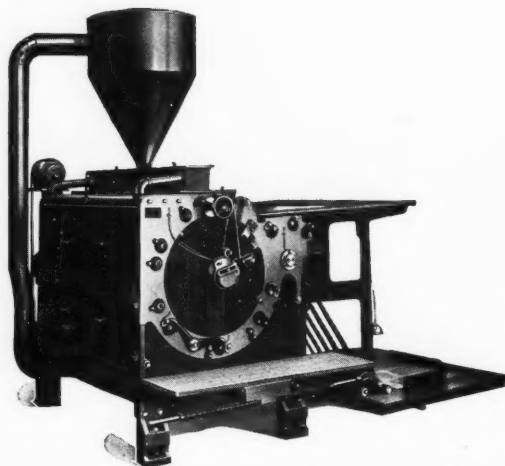
As evidence of our capacity to render this advisory service, we point to the record of the

U. P. M. Vacuum Bronzer

which is now producing **80% to 90%** of all bronzing in the United States and an even **greater proportion** of all the bronzing that is really high-class.

Are you getting Bronzing quality that attains to the standards you set?

The trade is invited to consult us on this or any incidental bronzing question.



THE U. P. M. VACUUM BRONZER

United Printing Machinery Co.

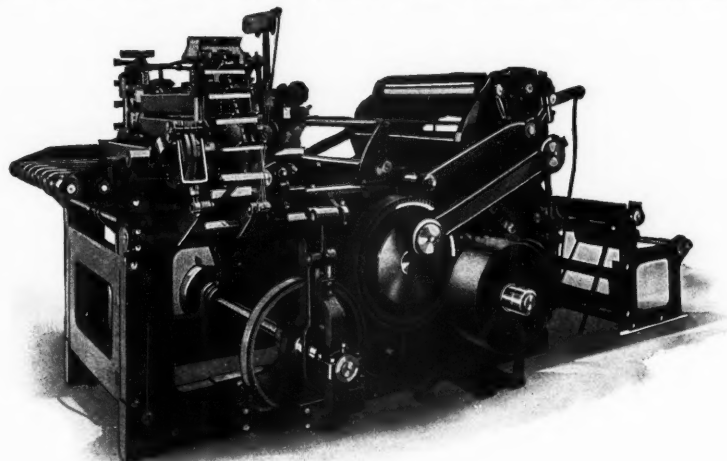
38 PARK ROW
NEW YORK

604 FISHER BLDG.
CHICAGO

83 BROAD STREET
BOSTON

If You Want a Roll Feed Job or Special Press

Why not buy one which has been on the market for over forty years? Note the simplicity and solid construction shown here



KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway

TORONTO, CANADA, 445 King Street, West

181 Quincy Street, CHICAGO



Sold
by Leading
Supply Houses
in America

Agencies
in
Foreign
Countries

WICKERSHAM QUOINS come in four sizes,
lengths 2 to 3 inches, widths closed, $\frac{1}{2}$ to $\frac{3}{4}$ inch.

The Size of a *Mouse* The Strength of a *Lion*

The Wickersham Quoin is the most powerful quoin made. Two of them will exert more force than a dozen ordinary quoins, yet Wickersham quoins will fit into very small spaces. They have the tenacity of a bull dog and never let go, whether locked against iron, type metal or wood.

Wickersham Quoins are in one piece, quickly handled. They have a direct spread without lateral movement, hence they will not skew the form, jar mitered rule or injure the stone.

Three-Disk Cams, an exclusive feature of Wickersham Quoins, are milled to a standard of accuracy, the surface of each to agree with the other two. An unmilled cam might hold at one point of expansion and loosen at another, permitting a quoin to drop out of the form and causing serious damage to press and type. This can not happen with Wickersham Quoins.

Send for illustrated circular and price list.

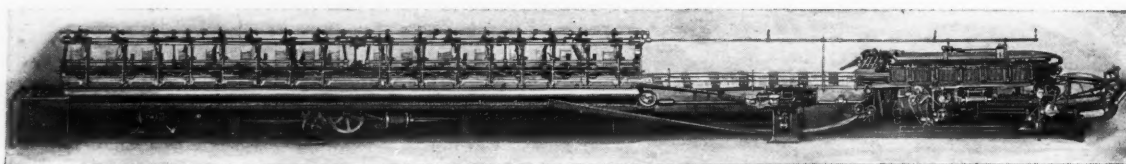
Samuel Stephens and Wickersham Quoin Company

174 Fort Hill Square, Boston, Massachusetts

JUENGST

Gatherer, Stitcher and Coverer

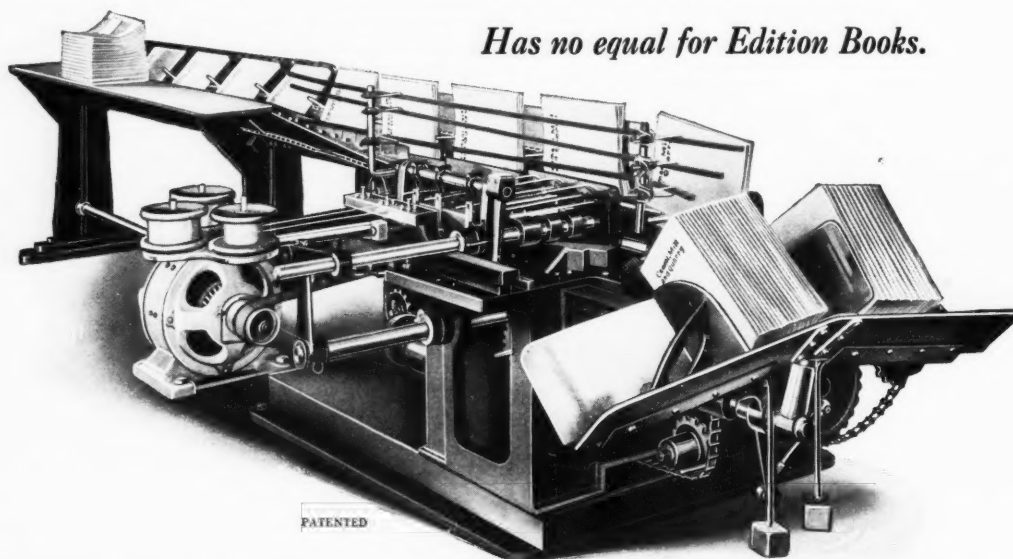
THE ONLY MACHINE that will Gather, Jog, Stitch
and Cover Books all while in Continuous Motion



PATENTED

Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books.



PATENTED

Juengst Continuous Side Stitcher

The only stitcher that will drive 1, 2, 3 or 4 staples without stopping the book.
Built as a separate unit, with feed table and delivery.

Let Us Solve Your Bindery Troubles
and give you accurate books, better books, and more books, at less cost.

AMERICAN ASSEMBLING MACHINE CO., Inc.
416 N. Y. World Building, New York City



The Mark of a Service

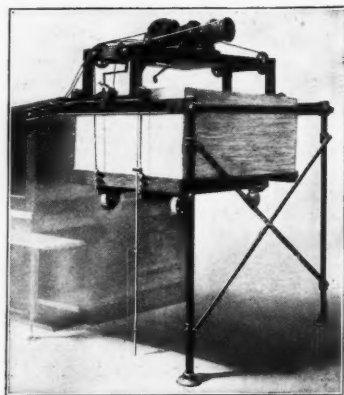
THE hardest thing in the wide world to measure is service—it can take on so many attributes. The above is the mark of the Franklin Printers Service a world-wide institution

Thousands of printers say its value can only be measured in terms of actual business success

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

The PORTE PUBLISHING CO.
Salt Lake City, Utah



Rouse Paper Lift

Makes possible a thousand more impressions a day from each press. An entire day's run for a press can be placed on the lift at one loading, saving the time press feeder takes in putting up new lift.

Rouse Products

"Each the Best of its Kind"

Reduce costs — Produce profits. That's why successful printers are using more and more Rouse Equipment. Ask any user, then get in touch with your dealer. All printers' supply houses sell and recommend Rouse products.

The Rouse Job Stick has a reputation among printers for convenience, accuracy and durability. The number of these sticks used in the best printing plants proves their popularity. Your compositors will appreciate them.

Rouse Register Hooks and Bases meet the need for an efficient, economical and durable plate mounting system. For book work and color work requiring close register they give uniform satisfaction.

Write for literature describing the complete line of Rouse products. Every article is designed to fit an actual need in printing plants.

H. B. Rouse & Company

2214 Ward Street, Chicago

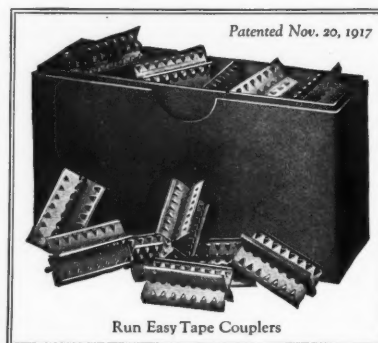
MADE ESPECIALLY FOR USERS OF RED-LINE TAPE

Run Easy Tape Couplers

A POSITIVE mechanical device for securely connecting the ends of tape to prevent wear on the jointed parts. The *Run Easy* Tape Coupler is the most efficient and dependable device for this purpose. Can be put on in a few seconds by means of Parallel Pliers made for the purpose. *Run Easy* Metallic Tape Couplers are made in the following sizes, 50 in a box:

$\frac{3}{8}$ inch	$\frac{5}{8}$ inch	$\frac{7}{8}$ inch	1 $\frac{1}{8}$ inch
$\frac{1}{2}$ inch	$\frac{3}{4}$ inch	1 inch	1 $\frac{1}{4}$ inch

USE SMOOTH-JAW PARALLEL PLIERS FOR BEST RESULTS



Run Easy Tape Couplers

IN STOCK AT ALL SELLING HOUSES

American Type Founders Company



Speed and Profit

This S. & S. High-Speed Rotary Press makes a clean profit on every job you feed it. It delivers at a guaranteed speed of 7,000 to 8,000 impressions per hour. It makes money on jobs now generally done at a loss or on a very small margin.

The press is quickly prepared for action. Adjustments are simple and the operation automatic. The work is always in sight. The sheets are delivered right side up and perfectly jogged underneath the feeding table.

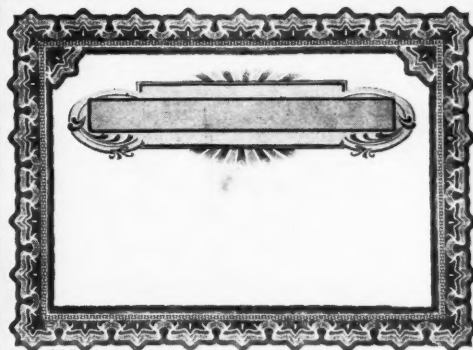
Stokes & Smith Rotary Press

is extremely rigid and is built for long life and hard service. It will easily earn its price by enabling you to get competitive business that you couldn't reach without it. It is ideal for the general run of commercial printing such as tags, labels, letterheads, envelopes and general job work of wide range. The Press is a marvel of convenience and efficiency—compact, smooth-running and a wonder for capacity.

Write today for catalog and full information.
No obligation, of course.

Stokes & Smith Company

Summerdale Avenue
PHILADELPHIA, PA.
London Office: 23 Goswell Road



Go to Goes for The Goes Bordered Blanks

An original and diversified assortment of 75 styles of artistic border designs, perfectly lithographed in a variety of colors and in a wide range of proportions and styles, some as large as 17 by 22 inches, others but $3\frac{1}{4}$ by 7 inches.

Having no wording whatever upon them, these styles differ materially from the large variety of the Goes Stock Certificates.

ALL Printers, regardless of their specialties, will find them attractive, and appropriate for ALL purposes that require dignified, high-grade bordered blanks.

The Goes Record Books

both for Corporations and Common-Law Companies; have been carefully prepared and arranged for use by such organizations.

The Goes Printer's Helps

also include blanks for

Common-Law Certificates Bonds
Stock Certificates Diplomas
Interim Certificates and Certificates of Award

The Goes Art Advertising

Check-Book and Business-Card Blotters
Monthly Service Cards Calendar Pictures
Mailing Cards Calendar Mounts
Blotters Calendar Cards

Lithographed Calendar Pads

New and beautiful full-color blotter designs, prepared especially for Easter publicity, will soon be available.

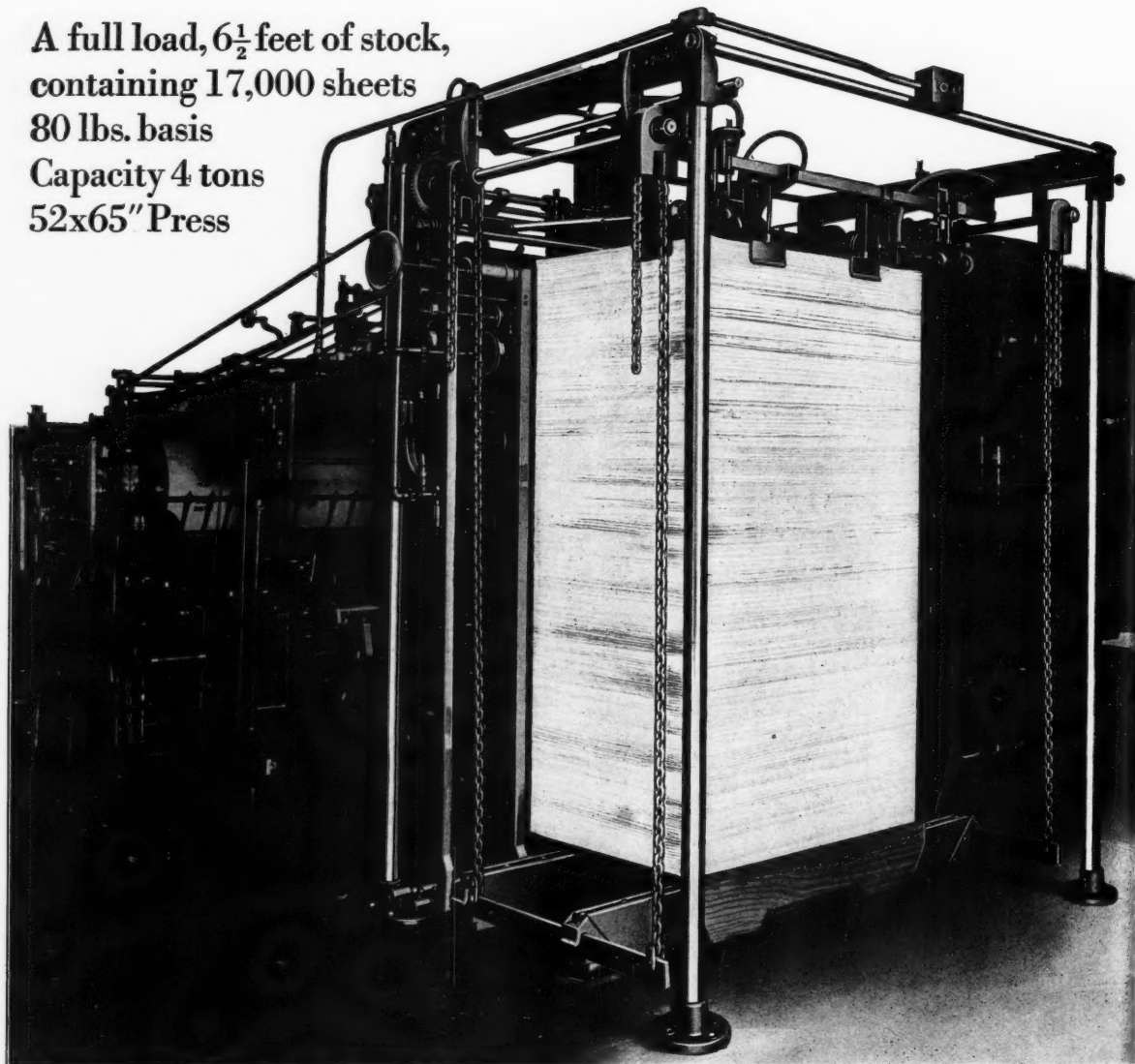
When requested, we will send samples or descriptive matter of any or all the Goes Products.

Goes Lithographing Company

45 West 61st Street, Chicago



A full load, 6½ feet of stock,
containing 17,000 sheets
80 lbs. basis
Capacity 4 tons
52x65" Press



The New Dexter Truck Loading Suction Pile Feeder

Built to fit presses of sizes 26x34" to 51x74".
Feeds stock ranging from French folio to 36 point
board.

A full day's run without delays of reloading
paper stock means maximum production. One
loading a day means minimum stock handling.

Dull Coated, High Coated, Antique, Machine
Finish or Super Stock, large or small sheets, light

or heavy weight, are all the same to the Dexter
Suction Feeder. It will feed any of them to ac-
curate register at the practical speed of the press.
Put one on your pay roll and let it pay for itself.
The large number of repeat orders is conclusive
evidence of satisfied users.

Write for a list of users in your locality and
learn what their experience has been.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

*Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters,
Kast Stitcher Feeders and Wire-Stitching Folders*

CHICAGO

PHILADELPHIA

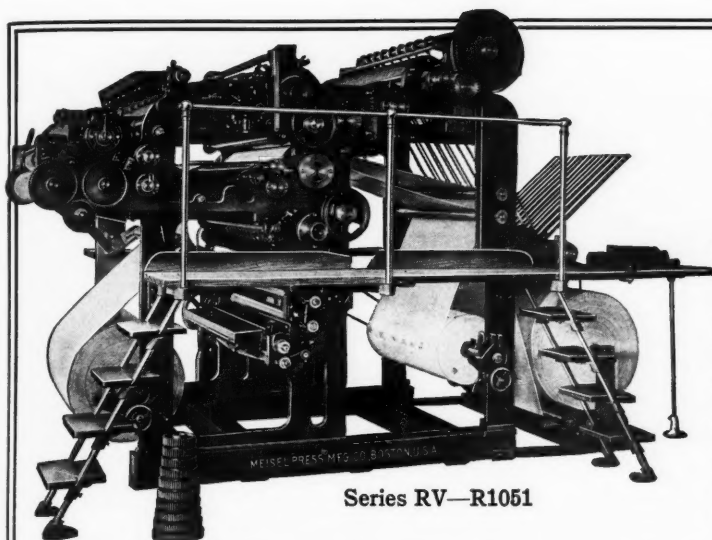
BOSTON

CLEVELAND

DALLAS

ATLANTA

SAN FRANCISCO



Series RV—R1051

A Versatile Press

This Adjustable Rotary Multi-color Press is not a "jack-of-all-trades" but it can be used to produce a great variety of high-grade work at a surprisingly low cost. The printer with only ordinary equipment can't compete with the owner of a Meisel Adjustable Rotary Press on long runs.

This press is well adapted for printing magazines, catalogues, periodicals, time tables, circulars, telegraph blanks, etc., printed on both sides. Any thick-

ness of stock from tissue to light cardboard can be run.

High-grade half-tone work can be produced at the rate of 4,000 to 6,000 impressions an hour, continuous run, depending on the grade of paper used and quality of work desired.

How Much of Your Work is Automatic?

If you can not answer this question, send us samples of your printing and we will tell you what Meisel presses will do. Our long experience in this work enables us to understand the needs of the printing plant.

MEISEL PRESS MANUFACTURING CO.

944-948 DORCHESTER AVENUE, BOSTON, MASS.

Marathon OK "Drive of a Million Speeds"

What is it?
You'll almost laugh at its simplicity:

Just an inexpensive MARATHON OK or any other, Constant speed motor, equipped with a patented

MARATHON OK FAN-COOLED PULLEY

And how does this give a "million" speeds?
By regulating the belt-tightener so that the belt *slips* on the pulley for reduced speeds. Just a little slipping for a small-speed reduction and a very loose belt for very low speed.

No matter how much the slippage the *pulley and belt stays cool*, because the fan-like blades in the flange of the pulley draw a rush of air through its hollow hub.

The control is remarkably flexible, giving you almost an infinite variety of speeds; regulated by the pressure of the hand on the lever; and not limited to steps or notches. Speed may be *preset* for the entire run, or changed at will.

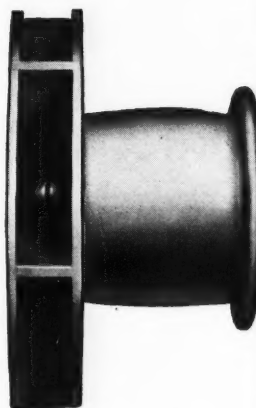
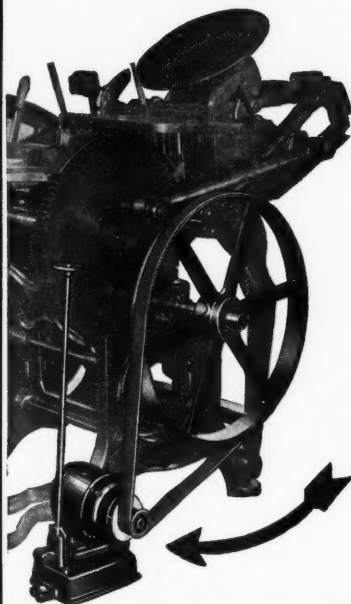
What does this invention mean?

What else *can* it mean than emancipation for the printer from the costly crankiness of complicated variable speed motors?

It also permits printers who are still using line shaft to adopt individual motor drive at small expense. When you send for our circular, tell us about your plant equipment so we can send you an estimate of the cost of changing it over to the new and better system.

Marathon Electric Manufacturing Company

30 Island Street, Wausau, Wisconsin





*Battery
of Gordon
Presses at the
Montgomery Printing Co.*

Montgomery Printing Co.

SEATTLE, WASH.

THE condition of business today is proving the incomparable value of Chandler & Price Presses. Whether in the Montgomery Printing Company, at Seattle, or in any of the printing establishments in New York, London, or Honolulu, Chandler & Price Presses best answer today's need for quality work at low prices. Today they are busy in all plants doing their work at their characteristic low-cost-per-hour — they are making money for their owners.

And — equipment which is desirable in these times is desirable in any times. You, therefore, increase the economy of your plant if you add to your battery of Chandler & Price Presses now.

*Have you received gratis your set of Chandler and Price BUSINESS GETTERS from your jobber?
If not, write them or us direct.*

Chandler & Price Presses

The Chandler & Price Co., Cleveland, Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chase — Guaranteed Against Breakage

The COOPER Series

A New Roman Type of Character • Designed by OSWALD COOPER



Write Our Nearest Branch House
for a Specimen Folder

To the Advertising Profession Mr. Cooper is perhaps the best known designer of lettering in America. In his connection with an advertising service firm he is constantly at work producing effective hand-drawn lettering for the more important material of many of the leading national advertisers—among whom are

MARSHALL FIELD & COMPANY
THE B. F. GOODRICH COMPANY
PACKARD MOTOR CAR CO.
ROYAL TAILORS—AND OTHERS

BARNHART BROTHERS & SPINDLER

Originators of "Types that Talk"

CHICAGO WASHINGTON·D. C. DALLAS SAINT LOUIS KANSAS CITY OMAHA SAINT PAUL SEATTLE



Round Hole Cutter

with four extra heads

BERRY No. 4

THIS is absolutely the only machine on the market that will drill five or six holes through paper or pasteboard stock at one operation.

Ours is also the only machine that will drill holes as far from the back edge of the material as is necessary.

Of course these heads are adjustable and may be easily removed or shifted. Any number from one to six may be used at once. If six heads are to be used to any con-

siderable extent, we strengthen the machine in certain parts, for which an extra charge is made.

We strongly recommend individual motor drive for this machine. It requires a 2 H. P. motor. However, it can be operated satisfactorily from a shaft; and we can equip this machine with tight and loose pulley if desired. Built in four models. Write for literature.

BERRY MACHINE CO.
309 North 3d Street, St. Louis, Mo.

More than a price list

ONLY a very small proportion of the work done in the average printing plant may properly be priced by reference to a "price list"; because *a correct knowledge of production costs* is absolutely essential, in nearly every case, to the quotation of a just price.

Fortunately, there is available at Printing Headquarters — the United Typothetæ of America — a book which contains the record of average production, accurately compiled from data furnished by thousands of representative plants all over North America. This book is **the Typothetæ Standard Guide**.

To be sure, the Standard Guide also contains selling schedules covering those items which may properly be priced from such schedules. But its unique value to the trade lies in its accurate production records, which are of course available from no other source.

Use of the Standard Guide eliminates guesswork in pricing; makes easier the **accurate** figuring of prices; affords a check on the time shown on cost summaries; and necessarily increases in marked degree the efficiency of the plant in which it is continuously and properly used.

The Typothetæ Standard Guide will be furnished to any printer at the nominal price of..... **\$20**

Semi-monthly Revision Service, which keeps the Standard Guide always up to date, is furnished at \$10 a year — \$30 in all for the first year, and each year thereafter, only..... **\$10**

In ordering, or for further information address

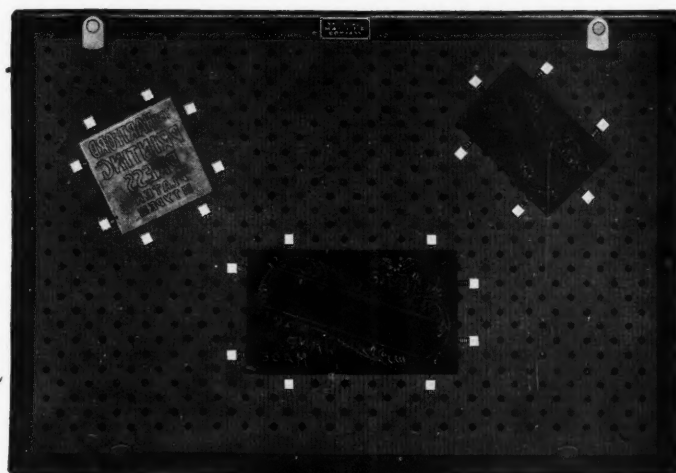
UNITED TYPOTHETÆ of AMERICA

(International Association of Master Printers)

608 S. Dearborn St.

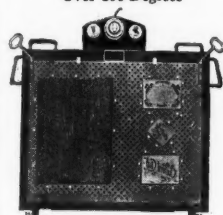


Chicago, Illinois



Printing Press Style
One Group of Heating Units

Temperature Test
Over 400 Degrees



Embossing Press Style

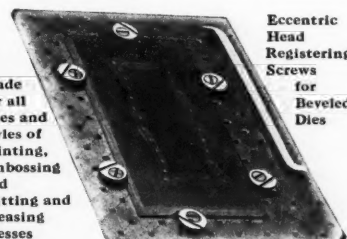
Dies mounted on surface plate
and registered

The HARTFORD is adaptable to any size or style of press, has ample strength for heavy work and is the only really efficient heater made for hot work. It is used by many of the largest and best printing and embossing houses in this and other countries, and never fails to give entire satisfaction.

Detachable Surface Plate carrying the Die is removable without disturbing the temperature; heated space or die area, the full size of the press; Bunter Post Registering Screws for standard square edge dies, 1/4-inch thick; Cord Connector and Snap Switch with four positions.

Made by NATIONAL MACHINE CO., Hartford, Conn.

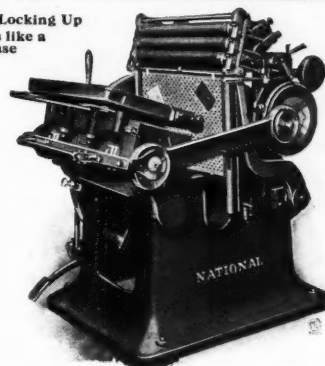
Made
for all
sizes and
styles of
Printing,
Embossing
and
Cutting and
Creasing
Presses



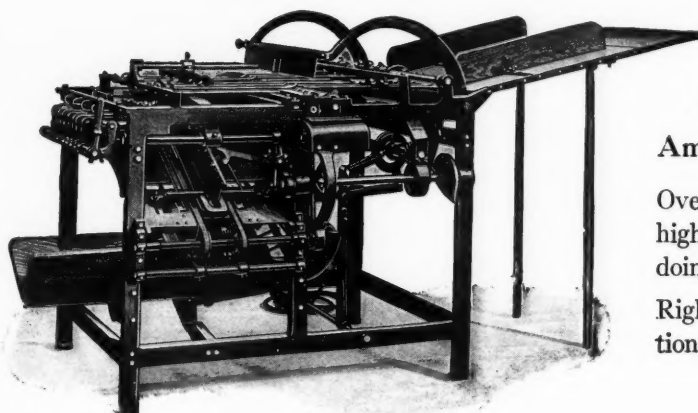
Shows 11 Point Beveled Die

The Hartford Electric Heater for Embossing Dies

No Locking Up
Fits like a
Chase



Heater mounted in a NATIONAL Press



The Liberty

America's Most Simple Folder

Over 200 less parts than any other high-grade machine on the market doing similar work.

Right Angle, parallel or a combination of both.

5 1/2 x 6 to 22 x 32

VARIOUS MODELS

\$490 to \$990

"Before installing the Liberty, we had on trial a widely advertised folder of the semi-automatic type which sells at more than double the price of the Liberty. We are very much gratified to find in the Liberty a machine of greater accuracy and simplicity and altogether more satisfactory."

The Wolverton Printing Co.,
Osage, Iowa.

THE Liberty has more Quick-Change features and time saving devices than half a dozen ordinary folders. No extra charge for these features—these time savers have made the Liberty America's foremost Folder.

THE LIBERTY FOLDER CO.

(Originators of simple folders)

GENERAL OFFICES AND FACTORY . . . SIDNEY, OHIO



A "good business" thought. Don't wait for things to come around; make them spin.

ROBT. R. BURRAGE

Make Perfect Pads with **R. R. B.** *The Perfect* **Padding Glue**

It is the "best made" because it is made of the best materials efficiently blended.

Has the strength of steel and the flexibility of rubber.

Order from nearest dealer.

Baltimore, Md.	Armstrong Paper Co.
Birmingham, Ala.	City Paper Co.
Boston, Mass.	Stone & Andrew, Inc.
Boston, Mass.	H. C. Hansen Type Foundry
Buffalo, N. Y.	American Type Fdrs. Co.
Chicago, Ill.	Graham Paper Co.
Cleveland, Ohio.	Cleveland Paper Mfg. Co.
Dallas, Texas.	Barnhart Bros. & Spindler
Denver, Colo.	Graham Paper Co.
Detroit, Mich.	Gebhard Bros.
El Paso, Texas.	Graham Paper Co.
Los Angeles, Cal.	Blake, Moffitt & Towne
Minneapolis, Minn.	McClellan Paper Co.
Nashville, Tenn.	Graham Paper Co.
New Orleans, La.	Graham Paper Co.
Ogden, Utah.	Scoville Paper Co.
Salt Lake City, Utah.	Western Newspaper Union
St. Louis, Mo.	Graham Paper Co.
Seattle, Wash.	American Paper Co.
Washington, D. C.	R. P. Andrews Paper Co.
Toronto, Canada.	Wilson-Munroe Co.

or from

ROBERT R. BURRAGE
15 Vandewater Street, New York



Every Page Uniform

When every page of a big catalogue job is exact in its measurements the work of the stoneman is cut in half.

If a job starts with improper justification on the galley it causes trouble on the stone and frequently results in workups when the form is on the press.

By using the

Avery ^{MAKE-UP} Galley

"SAVES ITS COST IN ONE JOB"

all these troubles are avoided. Every page is in a "locked up" condition when it leaves the compositor's frame and pages made up by different compositors are absolutely uniform.

Write for Particulars

Our descriptive circular gives full details and shows how you can utilize your old galleys.



The Avery Galley Co.

949-951 East Second Street
Los Angeles, Calif.

For sale by all branches of

AMERICAN TYPE FOUNDERS CO.
BARNHART BROTHERS & SPINDLER

The GOLDING ART JOBBER

Most Efficient Hand-Feed Press Ever Developed

No. 18
12 x 18



DESIGNED to produce the highest quality of Commercial and Art Printing at the minimum cost, the Golding Art Jobber No. 18—12 x 18—has gained, through years of practical work in printing establishments located in all parts of the world, the reputation of being the most efficient hand-feed press ever developed.

Distribution of ink is secured by an automatic Brayer Art Fountain and a Duplex Distributor. Double distribution to the single impression.

Wedge-Impression Adjustment located in bed provides a quick and easy make ready.

Platen and Rocker are merged in one massive casting to provide greater impression strength.

Eccentric Shaft Throw-off makes it possible to save the impression within half an inch of the point of imprinting.

Automatic Quick-Stop Brake and Release enables one to stop the press instantly, while running at any speed, without damage to the machine.

Very Durable. Parts work from positive fixed centers. No sliding cams or surface-wearing units.

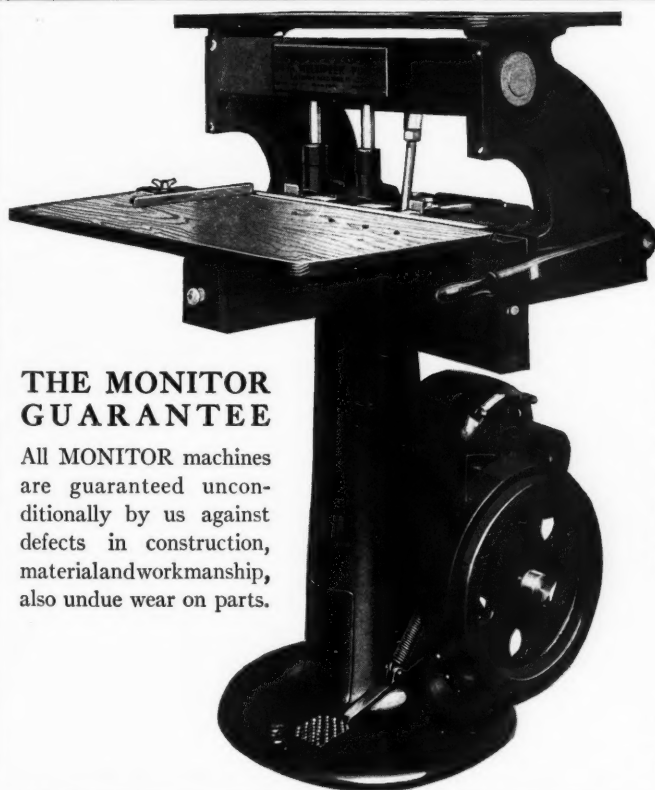
High Speed. Many printers average 12,000 to 14,000 impressions per eight hour day.

Prices on application.

GOLDING MANUFACTURING CO.
FRANKLIN, MASS.

Printing Presses, Paper Cutters, Tools

For sale by the American Type Founders Co., also Type Founders and Dealers generally.



THE MONITOR GUARANTEE

All MONITOR machines are guaranteed unconditionally by us against defects in construction, material and workmanship, also undue wear on parts.



The 24" Monitor Multiplex

*A Punching Machine
Without an Equal*

The 24" MONITOR Multiplex is made in three models—foot power, belt drive and individual motor drive. The foot power model can be changed to either belt or motor drive by obtaining the desired attachment. Standard MONITOR punch blocks can be used on all models.

Write for Circular No. 27

Latham Machinery Co.

Builders of Bookbinders' Machinery for 30 Years

1153 Fulton Street, Chicago

New York

Boston

Kinzie Kut Black

A dense blue-toned Black that will not offset or fill. Works well on S. & S. C. and enamel papers with halftones or type. Sets quickly and dries hard over night.

100 Lbs. . 30c

Less . . . 40c

In 5 or 10 lb. cans

We will send you a trial can, gratis, if you will agree to give us your honest criticism after trying it out.

Money Back if Not Satisfactory





IDEAL WORK *can only be produced under conditions which favor the production of a quality product.*

Q*The GRAND RAPIDS SHOW CASE COMPANY practice this belief in their catalogue:*

First, by describing the ideal working conditions in their factory.

Second, by using DEJONGE Art Mat for their catalogue. The result—a book that stands out among catalogues, eloquent in its distinction.

Q*DEJONGE Art Mat, the dull-coated paper with a finish like ivory, presents photographs faithfully. It slights no detail. It lends itself completely to artistic make-up and thoughtful printing. Uniform throughout the run on both sides of the sheet, it is as satisfying for the printer to work on, as it is delightful for the reader to see and to touch.*

Send for "First Impressions." It shows you the good printing qualities of DEJONGE Art Mat

DISTRIBUTORS

LOUIS DEJONGE & CO.

MANUFACTURERS

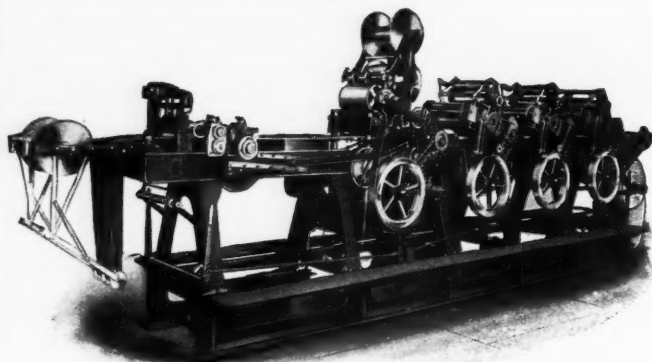
CHICAGO

NEW YORK

PHILADELPHIA

*Whitaker Paper Co., Cincinnati and all divisions
Zellerbach Paper Co., San Francisco and all divisions*

Once Through the Press Completes the Job



This illustrates press assembled to print three colors on the face and one on the back of the stock with slitters, punch head and rewind.

The NEW ERA Multi-Process Press can be assembled to print in any number of colors on one or both sides of the stock.

A great variety of operations can be performed. Send us samples of your multi-color or difficult operation work and let us show you how economically they can be produced on the

NEW ERA MULTI-PROCESS PRESS

Built by

The New Era Manufacturing Company

Straight and Cedar Streets

Paterson, N. J.

Do not be misled by imitators

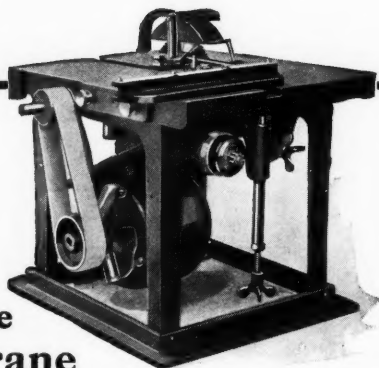
The Craig Sales Corporation are the pioneers in the manufacture and sale of Electro Magnetic Gas Devices for the *elimination of offset and static electricity*. Our device is still the best on the market. We have such confidence in the superiority of the

Craig Electro Magnetic Gas Device

that we are willing to furnish it on trial or for comparison with any other neutralizers or demagnetizers. If it does not prove to be *the best* we will accept the return of the equipment and cancel the charge.

CRAIG SALES CORPORATION

636 Greenwich Street, New York City



The Crane Composing Room Saw

A simple, practical, convenient and extremely low cost machine for print shops and newspapers. Compactly built for bench use, yet surprisingly powerful and serviceable.

Cuts linotype slugs, leads, furniture, reglets, brass rule, electrotypes, stereotypes, etc. Does slotting, grooving, and under-cutting. Special attachments furnished for grinding, drilling, routing, etc.

Comes set up ready for use. Simply place on bench, connect cord to light socket, and start running.

SPECIFICATIONS. Height, 12 inches; size of table, 12 x 16 inches; diameter of saws, 6 inches; diameter of saw arbor, $\frac{3}{4}$ inch; bronze bushings; endless belt, width, $1\frac{1}{4}$ inches; motor ball bearing, $\frac{3}{4}$ h. p.

EQUIPMENT. Motor, with cord and plug, screwdrivers, wrench, two saws, pica gauge reading to 52 picas by nonpareils, rip and cut-off guides, saw guard and eye shield. **\$135**

All complete for \$135, f. o. b. Toledo.

Same machine also furnished with ball bearings, permanent alignment, motor with cord and plug, screwdriver, wrench, three saws, pica gauge, 6 inch sand disc, emery wheel and arbor, rip and cut-off guides, saw guard and eye shield, all for only \$160.

Write for complete descriptive circular.

W. B. & J. E. BOICE, 114 23d St., Toledo, Ohio



ESTABLISHED 1842

JAENECKE-AULT CO.

SUCCESSORS TO THE JAENECKE PRINTING INK CO.

FINE TYPO & LITHO INKS

DRY COLORS & VARNISHES

JACO PRODUCTS



Our Original Nubian Black

is without doubt the best value in the market.

Anchor Line card of moderate-priced inks, in 16 shades, most used by printers. On request. "First Aid Hints to Printers"—Our little booklet just issued is yours if you'll only ask for it.

OFFICES AND FACTORY





NEWARK NEW JERSEY



J. HORACE McFARLAND COMPANY
Cotton Yarns and Spun
HARRISBURG, PENNSYLVANIA

August 15, 1921.

Carmichael Blanket Co.,
Atlanta, Georgia

Gentlemen:

For more than a year we have had in use on all of our cylinder presses on which it was practicable to use them, the Carmichael Relief Blankets, and we are very happy to be able to say that we believe they have been a distinct help to us in our work. Undoubtedly they save considerable make-ready time on the presses, and we know for a certainty that the having of these blankets on the presses has saved the smashing of many a plate which would have occurred if the original hard cacking had been in use.

The only possible objection to the blanket which we can see is that it takes up so much room on the cylinder that where chalk overlays are used it is very hard to get them buried deep enough. This objection is not serious enough, however, to prevent our not using the blankets, and we will continue to use them, as we feel certain they are a distinct help and advantage in our pressroom.

J. HORACE McFARLAND COMPANY

RHB/MS

Robert H. McFarland

NO OTHER DESCRIPTIONS WILL BE FURNISHED FOR THE PURPOSE OF OBTAINING THE SAME WITHOUT THE SIGNATURE OF THE COMPANY. ALL RIGHTS RESERVED. THE COMPANY IS NOT RESPONSIBLE FOR THE CONTENTS OF THE BOOKLET. THE COMPANY IS NOT RESPONSIBLE FOR THE CONTENTS OF THE BOOKLET. THE COMPANY IS NOT RESPONSIBLE FOR THE CONTENTS OF THE BOOKLET.

CARMICHAEL RELIEF BLANKETS

(Patented)

Cylinder Presses
Platen Presses
Rotary Presses

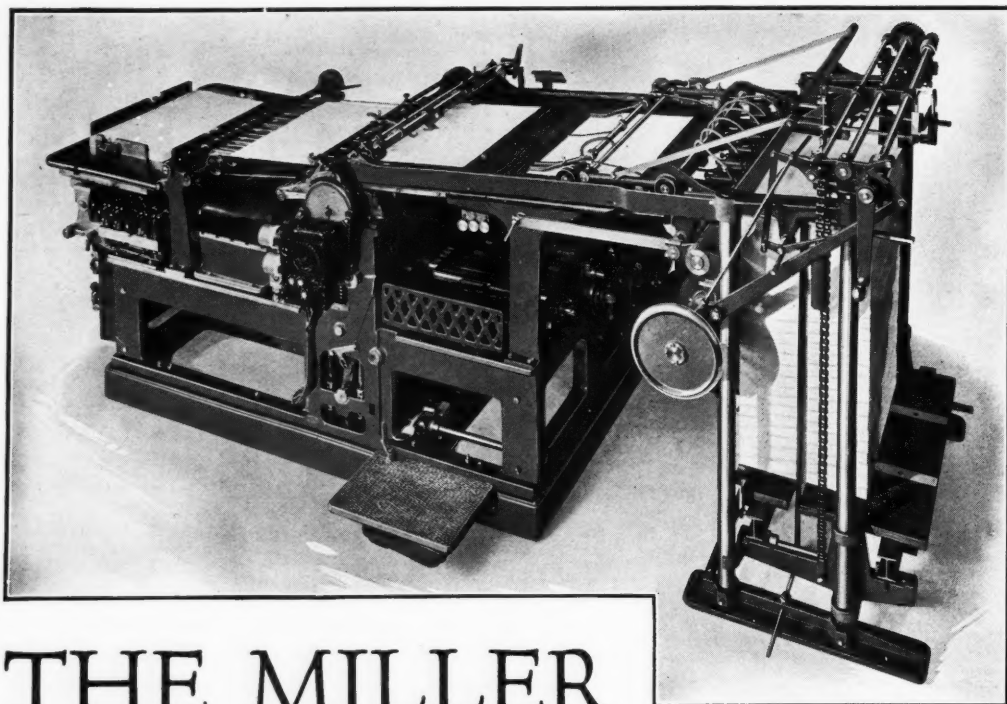
or any other presses carrying hard packing can be made ready in less time, and a decided decrease in wear on forms is effected when CARMICHAEL RELIEF BLANKETS are used.

Write for booklet and price list.

CARMICHAEL BLANKET COMPANY

ATLANTA, GEORGIA

Pacific Coast Sales Office:
711-713 Mills Bldg., San Francisco, Cal.



THE MILLER CYLINDER PRESS FEEDER

THE application of MILLER time-tried principles of Automatic feeding as exemplified in the design and construction of more than 15,000 Miller Automatic Feeders for platen presses, explains in a sentence the secret of the *correct functioning* and QUICK-CHANGE ADVANTAGES of the NEW MILLER CYLINDER FEEDER.

POSITIVE air separation and air control of sheet from pile to feed guides, eliminating all customary tapes, auxiliary grippers, sheet stops and other complicated, time-consuming adjustments, insures the *profitable handling* of *short runs* as well as *continuous operation on long runs*—the simple explanation of the 50% to 100% production increase in MILLER CYLINDER FEEDER-equipped shops.

ITS accurate register, enhanced by assured freedom from tape marks, gripper indentations and other mechanical defects which commonly mar the beauty of an otherwise perfect job, are attributes which make for a *uniformly high quality product*, pleasing alike to producer and patron.

THE MILLER CYLINDER FEEDER is applicable to standard pony sizes of Miehle, Whitlock and Optimus Two-Revolution Presses. Feeders applicable to other sizes and makes of presses are being developed—to be announced later. Write for particulars, giving name, size and serial number of your press equipment.

MILLER SAW-TRIMMER COMPANY
PITTSBURGH, U. S. A.

Branches: Atlanta — Boston — Chicago — Dallas — New York — Philadelphia — San Francisco



THE SPEED of the MILLER SAW-TRIMMER is essential in the busy newspaper office—in every slug-cutting and trimming operation that serves to speed up make-up and lock-up, insuring an out-on-time edition.

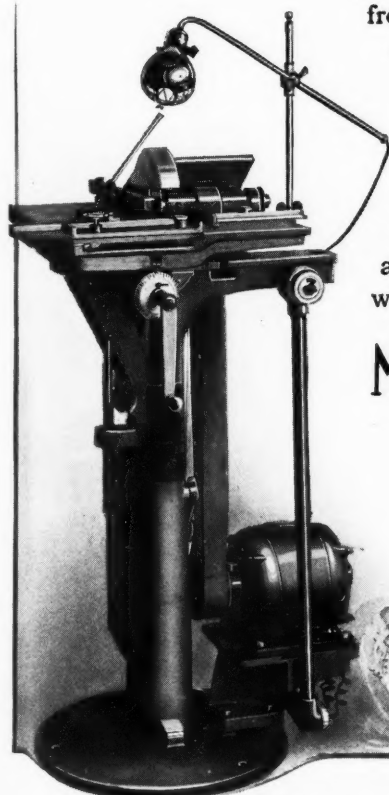
The SPEED of the MILLER SAW-TRIMMER is essential in the commercial shop, where high-paid compositors and stonemen are marking "standing-time" on job tickets, waiting for rule to be mitered or cuts to be mortised, routed or trimmed.

The SPEED of the MILLER SAW-TRIMMER is essential in any shop, where workmen are confronted every day with various kinds of cutting, sawing and trimming jobs—where, without a MILLER they are forced to tackle these jobs with hand tools.

Send for a copy of the new MILLER SAW-TRIMMER CATALOGUE which describes and pictures the different types of machines and their various attachments—a book that will guide you to *extra profits*.

MILLER SAW-TRIMMER Co.
PITTSBURGH, U. S. A.

Branches: ATLANTA BOSTON CHICAGO
DALLAS NEW YORK PHILADELPHIA
SAN FRANCISCO



MILLER & RICHARD, Toronto-Winnipeg, Canadian Sales Agents, except in Province of British Columbia

Please Mention THE INLAND PRINTER When Writing to Advertisers.



VOL. 68, No. 4

JANUARY, 1922

The Leading Business and Technical Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

LEADING ARTICLES IN THIS ISSUE

What the Printer Should Know About Credit.....	473
BY THOMAS F. MOFFETT	
The Essentials of a Cost System, Part 2.....	475
BY IRA W. WOLFE	
The Ideal Printed Page.....	476
BY HENRY D. HUBBARD	
Diverse Notions of English Language.....	478
BY F. HORACE TEALL	
Decoration in Regard to Typography (With Insert).....	479
BY AXEL EDWARD SAHLIN	
The Paper Industry as Seen by the Printer.....	484
BY THOMAS E. DONNELLEY	
Erhard Ratdolt, of Venice and Augsburg, and His Improvements in Typography	489
BY HENRY LEWIS BULLEN	
The Evolution and Value of the Appraisal.....	493
BY ALBERT B. GIMLIN	
Traveling Through the Paper Mills of Europe.....	516
A Print Shop Where Order Reigns Supreme.....	520
BY BOB WHITE	
The Long Price List.....	521
The Lure of Printers' Ink.....	522
BY HON. MARTIN H. GLYNN	

Complete classified index will be found on page 573

PUBLISHED MONTHLY BY

THE INLAND PRINTER COMPANY

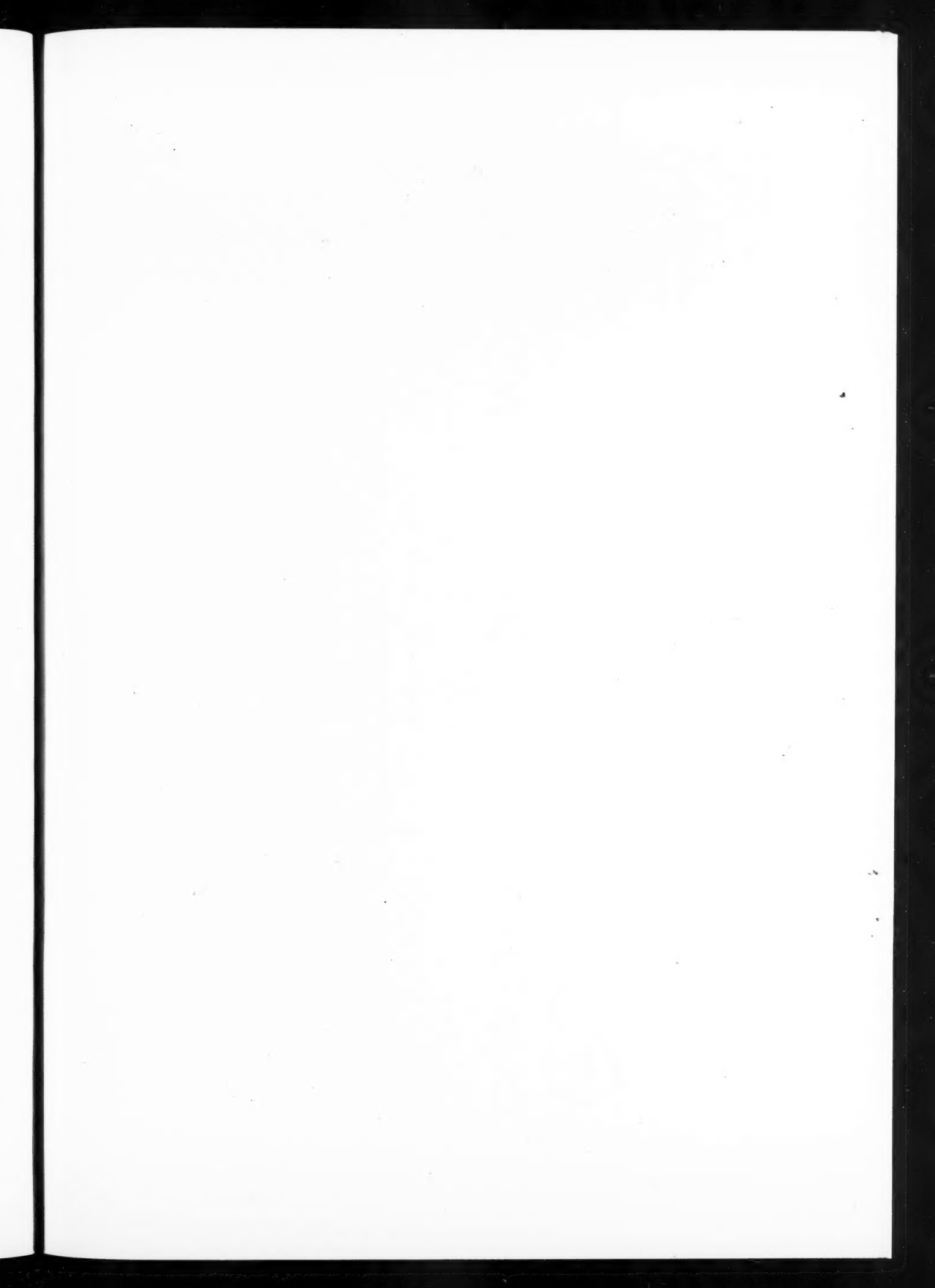
632 Sherman St., Chicago, U. S. A.

New York advertising office, 41 Park Row.

Address all communications to The Inland Printer Company

TERMS: United States, \$4 a year in advance; Single copies, 40 cents. Canada, \$4.50 a year; Single copies, 45 cents. Foreign, \$5 a year; Single copies, 50 cents.

Entered as second class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.
Copyright, 1922, by The Inland Printer Company.





Copyright, 1922, by The Inland Printer Company.

EARLY MASTER PRINTERS
ERHARD RATDOLT

1442 (?) - 1527

Note.—This portrait is a composite character study, made from description after a careful study of all the material available.



LEADING BUSINESS AND TECHNICAL JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 68

JANUARY, 1922

NUMBER 4

WHAT THE PRINTER SHOULD KNOW ABOUT CREDIT

BY THOMAS F. MOFFETT

One printer was ready to give up his job department because he was ignorant of simple credit practice



HAT I consider a remarkable incident was recently brought to my attention. I heard that the owner of a good newspaper in a really busy town of at least six thousand population had offered to sell his job department, and stated he would continue with his paper alone. From all my experience in news-

paper work I have always understood that the job department of a country paper is its backbone and old reliable standby. In this case I sought some additional information and found there was no question about the report. In short, the man had stated confidentially that he wished not to continue with the department simply because it "didn't pay."

This excited my curiosity a little more, because from the general situation, the character of his town, the size of his plant and the many apparent opportunities, I could not understand why his job department did not pay. Later on I learned that the reason it did not pay in the owner's opinion was simply because he had been "done" so often in the matter of credits and collections. I learned that a short time previously he had lost several large deals, one, described as the last straw, being an item of \$187. Being a credit man by experience, I pushed further in my investigation and endeavored to ascertain the full details.

In this particular case a certain promoter had visited the hotels and garages throughout a large summer resort section of a truly famous state, and his plan was simply to enroll all hotel men and all garage owners in a sort of league, which we will call the Blue Anchor League service. Every hotel and garage keeper

of the Blue Anchor had entered into an agreement to give very satisfactory consideration in the way of rates and services to all touring motorists who displayed cards showing that they were members of the league.

Of course much printing was required. Each individual hotel had its form notices and circulars, and each garage too had its individual name printed. There was also other matter, such as circular letters, rule books, instructions, lists, and so on. Certainly it appeared to be a nice printing job. There had been one order amounting to about \$100, and this the printer had done, but the bill was over forty-five days due. The promoter came along again and ordered the \$187 job. The printer explained that the first bill was still outstanding and that of course he should like to see it paid. Immediately, Mr. Promoter bristled with his importance and showed every sign of being highly aggrieved that any one should mention such a commonplace detail. He wasted no words about telling the printer that if that was the way he did business, he would soon find a more accommodating printer.

The promoter agreed, however, that the first bill would be paid at once. It did come along ten days later. In another week or so most of the new job was finished and had been delivered in various portions as it had been completed. The bill for the amount was charged to the headquarters of the league. It is now only four months since that account was due, and of course the writer has no way of knowing but that it may eventually be paid. He would not, however, buy it for a ten dollar bill, and he has never met Mr. Promoter even to look upon.

This is a sample of credit-granting experience which is probably met with in printing shops throughout the country practically every week in the year. Those

printers who are familiar with credit practice would know instantly what to do in every such case. The credit men who read this will chuckle to themselves to think that any man in business could be quite so easy going in such an important matter. The principles of credit granting are really so simple and so almost scientific that the losses in any business throughout the country should never exceed one or two per cent of the year's business, for the statistics of business where credits are properly supervised show that the losses through bad debts do not exceed this percentage. As a matter of fact, it is claimed that the actual percentage is less than one per cent, and this is not a real loss, because in charging up overhead or selling expenses this item of bad debts is absorbed.

The practice of credit granting has been reduced almost to a scientific formula. This should not be said with too much assurance, because the very best credit men are those who really take a fair amount of risk, and the very poorest men are those who sit like autocrats in their chairs and refuse to approve accounts just because all the information at hand does not suit them. But the credit man who is fairly liberal in his checking at least makes a careful study of each individual account, and he always knows just about where any weakness in it lies, and he has the satisfaction of doing whatever he does with his eyes wide open and in a good sporting manner.

The formula for credit granting, then, is contained in a happily phrased set of principles known as the three C's. The first of these is *character*, the repute and good standing of the men with whom the credit grantor is dealing. It is commonly known as the moral risk. Next comes the second C, *capability*. This is a necessary quality in the successful conducting of any undertaking. It also involves certain outside conditions, such as general business conditions, the competition that must be met, etc. The third C is *capital*, the amount of money or goods or other resources which the credit applicant possesses for the purpose of backing him up in his business enterprise.

These three considerations are taken up in the foregoing order by a man analyzing the credit prospects of any order coming to him. Before anything else is done in every order that ever comes to a business man's desk, he should sit down and study the credit risk. It should be his everyday and commonplace practice to mark deliberately on each order his N. G. or O. K. for credit, according as his judgment decides for him. In every order that the printer himself sends anywhere for paper or ink or anything else, this very same thing is done by the credit man in the organization of the jobber or manufacturer.

The first consideration of character is always considered the most important. J. P. Morgan, the senior, in testifying at one time before the congressional investigation of the so called "money trust" contributed an opinion which is regarded as perhaps the most authoritative that has ever been rendered on the subject. He stated that he had known men to come into

his office without a dollar to their names, and simply because he knew their character to be good, he gave them a loan of a million dollars. Samuel Untermyer, who was the inquisitor at that investigation, challenged Mr. Morgan on this point, and Mr. Morgan reiterated with an emphasis which carried away all possibility of doubt, that he fully meant every word he had said, for character stood above capital or anything else, and was unquestionably the most important consideration in a credit risk.

This means simply that when a new order comes to a printer he should ask himself if he knows the persons he is about to deal with and is thoroughly satisfied that they are honest and of good repute. If he does not know this he should endeavor to find out in any one of the established ways. After satisfying himself as to the moral risk, he then studies the question of whether the business his customer is undertaking is likely to be a success, and whether the man himself is experienced enough or has natural aptitude enough to be reasonably expected to conduct such an undertaking to a satisfactory conclusion.

The third consideration is the capital which the applicant is known, or believed, to possess. It seems paradoxical to men who have not studied credit analytically that the question of capital should be relegated to third position, yet this is true because there are many instances where men may start in business with only a good name and ample experience, and they need not a dollar, practically speaking, to enable them to get all the credit they reasonably require. Whole chapters can be written on any one of these three cardinal considerations of credit analysis. The effort here is merely to point them out in a sweeping summary. It should be easy enough to keep the formula in mind — the three C's, character first, then the capability or general prospects of the applicant, and finally his capital. This does not mean that capital is not sometimes a matter of dominating importance. There are many business undertakings where a man may be thoroughly honest and quite capable, but where owing to the character of the business he can hardly expect to succeed unless he has a certain amount of money to start with. Those considerations any printer of experience and common sense will readily recognize when he is confronted with the problem of passing judgment on the credit of a prospective customer.

To get back to our first instance: What the printer should have done, in the humble opinion of the writer, was to demand cash on delivery and refuse to even start the job without a deposit of at least \$50. If Mr. Promoter did not like those terms, let him get all heated up and dash to the next shop. If he were a business man of any honor and any experience he would not have objected in the least to listen to a plain statement of credit terms. The mere fact that he assumed an arrogant and blustering attitude when the question of paying his just bills was mentioned to him, would, in the mind of the writer, be positive proof that he was not a safe credit risk.

THE ESSENTIALS OF A COST SYSTEM

BY IRA W. WOLFE*

PART II.—FACTORY ORGANIZATION



THE management of a business is no longer a hit or miss proposition. Business has been reduced to a science. Methods which have been proved are taking the place of guesswork, and the old time executive who grew up with the business and earned his place by long service is giving way to the man who is trained in the use of modern methods. This article is written for the executive who wants his business efficiency to come up to the highest possible standard. If he knows the difference between practical efficiency and theory, so much the better. At the outset he must understand that business methods are changing more rapidly today than ever before in the world's history; that his problem of being a successful executive is daily growing harder; that the demands upon his time, his ability, his knowledge and his experience will take all he has, and still call for more.

He can do only one thing and do it right. If he must shoulder the load of detail responsibility, then he can not be much of an executive. The day is not long enough for both, and he could not stand the strain if it were. The final success or failure of his business is absolutely beyond his personal control. He must depend upon others, and so he must have an *organization*, a *real* organization. Personally, he has time only for the big problems, those things which his experience alone can solve. Does he know organization of this sort, how to get it, and how to hold it?

The constant and steadily increasing business expense is caused not so much by the real cost of doing business as it is by the *way in which it is done*. Lack of efficiency is one of the causes, in the individual and in the organization. Another is *waste*, waste in time, money and effort, waste of the most unnecessary and useless sort. Much of it, concealed by the rush of routine, saps even the most productive gross income. It will defeat the best executive who ever lived.

More volume does not necessarily produce more net profit. Often it is the other way. In every business, regardless of size or kind, there is a definite place where profits cease and losses begin. So, is it not possible that we look at the problem of getting more profits from the wrong end? Do we really want more volume, or is it more *profit* we are after? Wouldn't even less volume be satisfactory, if the profit were there? Profit is always determined by expense, so let us see if there is not something the matter with the expense part first. Expense is not necessarily confined to money outgo. Lack of efficiency, either in the individual or in the

organization, is the biggest drain a business can have. It is more common, too, because money is watched more carefully than the *effort which produces the money*.

With little fear of contradiction, it may be stated that every business is conducted with the one purpose in view, making money for its owners. Naturally, the owners desire the largest possible returns from their investment of money or time, or both. In order to be profitable, the business must be conducted with economy; the returns from each dollar expended should be as large as possible. The demand for a greater volume, lower cost of business management and more economical methods, has brought an incentive to greater effort on the part of the individual, with corresponding rewards. That the efforts of the individual may be productive of best results, he must have the coöperation of other individuals engaged in the same enterprise. The enterprise must be *properly organized*. I have yet to see the first business whose organization could show within a third of its full efficiency.

It is easy to see that very many executives are not fully successful because they do too much detail work themselves. Too many of them try, in a narrow minded way, "to be the whole thing." They do not see or recognize indications of wasted effort and inefficiency—in themselves or others. "They have not the time." Almost invariably, no business is bigger than its executive. He may be more or less of a failure because of any one of many weaknesses of the business—probably chargeable to his deficiencies; or he may be a sufferer from conditions over which, through his lack of knowledge of the remedy, he thinks he has no control.

So this report will appeal to the executive who is interested in the possibility of strengthening and increasing his own abilities and usefulness. I have seen many an office force reduced one-third in number, the work cut in two, the practical efficiency doubled, all with a big saving in money as the result of reorganization. All the start needed was an elimination of needless work, then the formation of coöperative responsibility, which directed intelligent effort along the lines of least resistance.

A good deal of the average executive's troubles lies in the way routine matters are handled. Usually, things are started at the top and sift down, as the executives and assistant subordinates unload upon others still lower down. It should be the other way. Filter routine upwards. Keep in mind that executives are failures in proportion to the amount of detail work they do. Then you will discover that the real executive who is big enough for his position never does anything that others can do. Employees need teaching, of course, and that is one of the functions of the executive.

*Industrial Engineer, System Specialist, Service Department, Neuner Corporation, Los Angeles, California.

The reason some of the big industrial combinations seem to have so many capable men is because these employees are not handicapped by out of date methods and business policy; neither are they held down to routine when they show ability for greater responsibility. It is the real organization which alone makes the rise possible.

Simply because an executive, or important employee, can be away a few days or weeks at vacation time, and the business survive his absence, does not necessarily indicate that the business has reached its limit of organization possibilities. It is a pretty poorly managed business that can not do that well or better.

Suppose we now consider the possibilities of getting, and then keeping, a real organization. Of course, if a man insists that he believes incompetency and a general lack of interest on the part of employees are a necessary part of business, or, if he really believes that he, or some especially capable assistant, must personally boss each one and all of the average important things constituting routine detail, then it is going to be very hard for a man of that kind to believe much of the

possibilities of organization. He can not get very far away from the idea that decreasing profits are a necessary part of present day conditions, because he has already handicapped his progress. Men in this frame of narrow mindedness will often become desperate when they see their profit margins approach the deficiency line. They begin to wildly chop, trim and cut expenses, without either the time or ability to first analyze causes and effect. Knowing nothing of the experiences of others under similar conditions, they can not prevent things going from bad to worse. Before long the financial statement itself must be "padded" in the effort to fool themselves that the business is solvent.

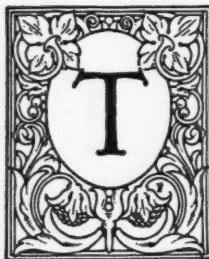
Lack of organization does not necessarily stick out all over a business to indicate its presence. Some of the most trying problems come from businesses which, on the outside, look to be the most successful and sound.

We need not go to the extreme of thinking that any scheme of organization will take away all the troubles of life, and give each of us a nicely upholstered seat up close to the sweet music of a well spent life, leaving our troubles disposed of for all time. *(To be continued)*

THE IDEAL PRINTED PAGE

BY HENRY D. HUBBARD

EDITOR'S NOTE.—*The writer of this article is assistant to the director of the Bureau of Standards, Department of Commerce, Washington, D. C. For fifteen years he has been in charge of the publications of the Bureau of Standards. What he has to say on this subject should prove of interest and bear considerable weight. We should like to know what our readers think of the matter here presented, and shall be glad to open our columns for a discussion of the subject.*



THE purpose of the printed page is to be read, hence legibility is its primary requisite. If the page fails in this respect, it fails in its mission. It fails notably in two extremes: First—Where for art's sake legibility is sacrificed for decorative detail. Hand drawn text may be difficult to read, however beautiful it may be. Here the waste of the reader's effort is assumed to be offset by artistic effect. Second—At the other extreme, poorly designed type or small type may also be difficult to read. Here the waste is unmitigated. For the sole purpose of conveying thought, legibility is the most important item in the specification for good printing.

The ideal printed page (ignoring cost) is one that will yield its thought with the greatest ease, speed, accuracy and satisfaction, with due regard to prolonged reading. Clearly, if the ideal printed page could be used wherever it is feasible to serve solely the interest of the reader, it would be a worthy enterprise. In fact, legibility is usually considered carefully in planning books for general reading. The aim, how-

ever, is not usually the primary consideration, nor is the selection of type, type page dimensions, and spacing, based upon psychological measurements of ease, speed, and fatigue.

Much has been accomplished toward the ideal printed page through the intuitive impulses of the craftsman printer, and some books leave but little to be desired in this respect. Artistic standards differ with the taste of the individual artist. However, the most legible page for the normal eye can doubtless be ascertained by scientific experiment. With the resources of the psychological laboratory at our disposal, it is possible to measure "perception time" for the different faces and sizes of type, for the different length of line and interlinear spacing, and for the various color contrasts of the paper and ink. It is possible to measure also the relative speeds at which consecutive sentences could be read when printed in different type faces, type sizes and type arrangements. Finally, it is not difficult to measure the "fatigue" of reading. The measurement of eye fatigue for different types and for varying ink and paper color contrasts may involve some difficulty. Many factors must be measured. The scientific determination of the full specification for the most legible, or better, the ideal printed

page, is a research problem that without doubt is of the utmost importance to every person.

Factors to be determined: Legibility, convenience, and general satisfaction with respect to: Composition of the paper; texture of the surface; gloss or matt finish; thickness; density; sizing; color of paper; size of paper page; machine direction of paper; size of type page; proportions of margins (two facing pages to be taken as the unit); size of the face of the type; design of type; proportion of the individual letters (relative thickness of lines in relation to height, width, etc.); spacing between letters within a word; space between words; spacing between lines; color of ink, hue and shade.

With respect to these factors, it is desirable to formulate an ideal specification for every one of them based upon laboratory experiment and service experience. Such research could be made the basis of printing, say, ten distinct "ideal printed pages" for comparative study by publishers, editors, printers, librarians, proofreaders, artists, engravers, papermakers, experts in photometry, psychologists and oculists. The coöperation of all technical societies concerned, such as the Illuminating Engineering Society, the American Library Association, the International Typographical Union, and the Typothetæ could easily be secured in studying the models with a view to arranging them in preferred order.

The following procedure seems feasible:

First — Each factor to be listed with a clear statement of the specific aspect to be measured.

Second — The perception times of the different faces of type could be measured by a recording chronograph. A similar determination could be made of the perception time for whole words printed in type of different face and size. Likewise, the effect of length of type lines and interlinear spacing could be gaged by the interruption incident to shifting from the end of one line to the beginning of the next. A similarly suitable test could be made of every other factor and the measured results used in preparing the specification for the ten model "ideal printed pages."

Third — When the ten model pages of printed text are prepared, each model designed to be the ideal printed page, they could be printed as specimen sheets and sent broadcast in order to secure the coöperation and judgment of the widest possible groups of readers.

Fourth — Personal judgment as to ease of reading must enter, since individual satisfaction is the ultimate aim. To call forth such judgment, a simple questionnaire, prepared by specialists including psychologists, oculists, printers, and others, could be submitted with each of the models resulting from the research. Each volunteer observer could arrange the ten models in order of legibility, and rate the other factors in answer to the items of the questionnaire.

Fifth — The method of rating would be to put on each model a number indicating its rank among the ten models with respect to each factor. For example, the most legible page would receive a legibility grad-

ing of 1, and the least legible would be numbered 10. The whole aim would be to reduce to numerical values the usual qualitative judgment, even if this is done merely by arranging in order of preference.

Sixth — Meantime, the psychological laboratory could be requested to outline and conduct actual measurements on the best ten models with a view to selecting the three most suitable pages by actual tests, and if possible to adjust such selection by slight modification in the details to meet the ascertained popular preference. The final step would be to take the three model pages and systematically vary each of them slightly, one factor at a time, in order to test whether and in what direction improvement would result.

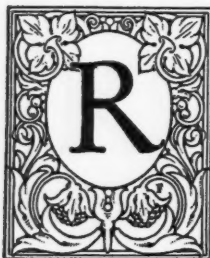
Seventh — Naturally, all such conclusions would be tentative. We would expect progress, but such progress should then become systematic and continuous, and most of all based upon actual measurement of perception times, speed of reading, accuracy and fatigue. Quite probably other factors than those named in this article would be found, but the ultimate aim would always be borne in mind — to produce a model of an ideal printed page which will yield its thought with the greatest ease, speed, accuracy and satisfaction. If the reading efficiency of printed matter were improved one per cent — the result might easily be twenty-five per cent — the actual gains would be incomparably greater than the cost of the investigation. A small sum, with the coöperation of the interested groups suggested, would be adequate to make a real beginning.

Certainly the basic purpose of printing is to be read. The aim of modern progress is increased efficiency. Therefore, in so important an element of universal education, it should be easy to secure the coöperation of the technical printing journals, the scientific and educational journals, the publishers of periodicals and the general press. A most excellent reason for this is that it would be of interest and profit to the employing printer, to the printer craftsman, to the publisher and bookseller, and to the reader. To the publisher it would mean that more books could be read; to the employing printer it would mean reduced cost through standardization; to the printer craftsman it would give the satisfaction of working intelligently toward an ideal for his art; and to the reader it would mean decrease of fatigue, increase in the speed with which he could read, and increase in the amount of printed matter which, with his available leisure and visual powers, he could handle without undue fatigue.

It is the aim of this proposal to make accurate knowledge available for the printer in the making of books where legibility is the vital consideration. In matters not pertinent to legibility, the craftsman would be privileged to use his highest skill. It need hardly be added that the models finally selected would furnish the stimulus for friendly rivalry in producing even more legible models. When the legibility factor receives precision treatment as suggested in this article it will assume an importance which the present intuitive methods do not give it.

DIVERSE NOTIONS OF ENGLISH LANGUAGE

BY F. HORACE TEALL



RADICAL changes have been wrought in details of usage in the English language, beginning in very early times and extending to the present, and they will occur as long as the language lives. Such evolution is continuous in varying degrees in all living languages. We all know that such evolution is a natural phenomenon of human experience, but most of us know it only subconsciously and are not apt to recognize the fact as supporting idiosyncrasy other than our own. Every step in this evolution begins as an idiosyncrasy, even so trivial a matter as a change of spelling always having such origin, as that from musick to music, for instance. Musick and such spelling of all similar words lasted long as general practice until some one saw the needlessness of the final letter and dropped it, and the words quickly became music, etc., so that now this use of the other letter is unknown except in monosyllables.

It is to some of the broader matters of principle that I desire to call attention, mainly for the purpose of inciting more forbearance than is now common in cases of difference in expression. We have not sufficiently overcome our natural impulse toward hasty condemnation of words or phrases as errors when they are not in keeping with our individual conception of correctness. Many of us have yet to learn that not all that is labeled bad by purists is actually bad. In regard to this we may well heed such opinion as the following by Thomas R. Lounsbury, who was one of the sanest and most careful of our noted scholars:

"It is not from the agencies that are most commonly supposed to be corrupting that our speech at the present time suffers; it is in much more danger from ignorant efforts made to preserve what is called its purity. Rules have been and still are laid down for the use of it which never had any existence outside of the minds of grammarians and verbal critics. By these rules, so far as they are observed, freedom of expression is cramped, idiomatic peculiarity destroyed, and false tests for correctness set up, which give the ignorant opportunity to point out supposed error in others, while the real error lies in their own imperfect acquaintance with the best usage."

But this is not clearly the full truth that should be understood if the best result is to be reached. Lounsbury was sure that the grammarians who made unsound rules were ignorant of true history, but all of them are students of history, though much of their interpretation of history differs from his. History is replete with facts differently interpreted by various historians, and the history of language is not immune. I think a strik-

ing evidence of this is seen in the fact that Lounsbury and many others assert that "It is me," "Between you and I," and other confusions of case are etymologically (historically) proper. Lounsbury says: "They are still constantly heard, and in some instances are so much more common than the strictly correct expressions that the use of the latter seems at times to partake almost of the nature of pedantry." This constitutes a hasty misinterpretation of history of a kind seldom perpetrated by Lounsbury. Real fact is simply that the phrases called "strictly correct" were always so grammatically, but once for a long time nearly everybody wrote and talked ungrammatically, but now this disregard of grammar is altogether colloquial, or rather ignorant, and our best writers and talkers always say "It is I," "Between you and me," etc.

Verbal critics often have been scored as ignorant meddlers, and one supposedly well qualified reviewer said that all of their books "are nothing but the outcome of the ignorance of the men who write them, and of the whims and prejudices to which that ignorance gives rise." In the same review we read that such books "are all alike; at least, the main difference is in the degree of their worthlessness." Such general condemnation is mainly based upon the frequency of omission of full historical statement from the books decried, and largely upon the different conclusions of their decriers from the same history. We have no real reason for doubting that the critics generally have studied history as thoroughly as those who flout them. They write of present usage mainly, and the detailed historical treatment so much desiderated by their opponents is omitted as unnecessary for their present purpose. It may be true that some statement of history would often add weight to the conclusions advocated, but in many cases it would be supererogatory, and in some possibly even obstructive.

This is not written as distinct advocacy of the work of the verbal critics generally, but rather with intention to show that severe condemnation of them as a whole may not be more commendable than their common expression of so-called mere personal opinion. I think I have indicated very plainly strong ground for conviction that the sticklers for history are equally fallible. History of the English language is largely a record of corruptions not altered in their original nature by the fact that they became ultimately established in good usage.

Rules which cramp freedom of expression, destroy idiomatic peculiarity, and set up false tests for correctness have been laid down by grammarians and have secured unwarrantable currency, and historians might well select these rules for specific destructive attack rather than indiscriminately to condemn their makers without such specification.

DECORATION IN REGARD TO TYPOGRAPHY

BY AXEL EDWARD SAHLIN

Mr. Sahlín, who, as our readers know, is with The Roycrofters, at East Aurora, New York, submitted a number of specimens for reproduction to illustrate this article. Feeling that the value would be enhanced by showing the specimens in color, we arranged with Mr. Sahlín to furnish sufficient illustrative material for a special insert, which will be found elsewhere in this issue, and to which reference should be made in connection with this article.



HERE is a divided opinion between printers and also between buyers of the printer's product in regard to typography. Some favor plain type; others acclaim decorative printing as "it!" Many typographical experts advise the use of plain cold type only, and certainly the ability to take cold type and arrange and group it in a beautiful way marks the craftsman. But the average person who buys printing nowadays is looking for something different from just plain type. He wants decoration; and I for my part cast the vote for decoration. Why? Because it attracts attention, stands out for the public eye, and adds a value to the message. Decoration breaks up the monotony. When you see a beautiful house surrounded by merely a plain lawn and nothing more it will be monotonous. To break this you lay out the grounds with trees and shrubbery, and flowers, and make it more interesting, otherwise it would be lost entirely — look lonely.

It is about the same way with typography, a decorative border in harmony with the message will be of greater interest and is always looked forward to. It ought also be borne in mind that a decorative border can always be designed to harmonize with any kind of type face, any class of subject, any style of illustration; and last, but not least, it can be designed to print on any given stock.

Furthermore, decorative printing is becoming more sought for than it ever was, and why not? Look through any magazine or newspaper and you will find a large amount of beautiful decorative borders around the advertisements. Different color effects are obtained in some of these borders by black and white and different hues of gray, which blend well with the type and message. It is just like thoughts of living things, and you can not clothe fine words about the quality of a product or firm and the square way of doing business in awkward type and ill chosen decoration.

It must be remembered, however, that the purpose of decoration is to assist in putting the message across, and decoration in some instances must be subdued to a certain extent, so as not to submerge the printed message or prevent its being read. Decoration should be of such a character and quality as to interest a higher percentage of readers and also make more sales — the chief end in view.

The use of appropriate decoration will add much to the appearance of any kind of job, because the subject is thus rendered doubly effective and forceful. Sometimes by the use of a weaker color, decorative spots or other heavy ornaments may be made to harmonize in tone with the type. So, you see, with harmony must be coupled appropriateness. The message which is properly and harmoniously framed makes an impression on the mind so that these beautiful advertisements are read.

Cobden Sanderson said: "Make the book beautiful." So should the advertising men make their client's advertisements beautiful, lastingly beautiful. For instance, you open up a book with classical margins; well, there isn't anything more beautiful to see than these margins when well handled. It is about the same way with all kinds of printed matter; the margins and white space play quite a big role in up to date typography. Sufficient white space leads to an easier reading and gives the reader the impression that there is less text matter than there really is. It should be remembered that the white space must be carefully handled, and the product and those to whom the job is intended to appeal must be studied very carefully. All these little things count and must be taken into consideration when planning certain campaigns.

The latest in advertising is to do it in "The Campaign Way," as they say; that is, plan a set of advertisements or whatever it is, in series. How attractive a series of advertisements would be, run one every month for a year, for a furniture establishment, with a sketch of the period furniture and a decorative border to match a different period style of furniture illustrated in each advertisement. A series prepared in this way would be in perfect harmony and would be admired, remembered and looked for by the public. It would perhaps in time also stand for a device for the advertiser. Then when the campaign is over, the advertisements, printed in colors and put into portfolio form, could be sent out to prospective customers. I am sure such a campaign would be appreciated by the customer, and would also make sales.

I believe appropriate decoration added to the messages puts the "punch" into the job. Sometimes just a decorative initial is all that is necessary to enliven the message. This initial must be in the same tone, and in harmony with the type, and the right spacing on the side and bottom should not be overlooked. A band at the top often looks good, as also does a tail

piece. These, together with the initial, must be related to each other, "dressed up" in the same style of art; if not, it would be like the fellow who went to a "full dress" ball with a street suit on.

Decorative borders are used in many instances where no photograph or halftone could be obtained. See the Mohn and Hunter Company's advertisement on page 3 of the special insert accompanying this article. This shows a decorative border around a newspaper advertisement. Don't you think this will "catch the eye" much quicker than if just set in plain cold type? Wouldn't the advertisement on page 2 of the insert attract attention at once with such an inviting look? I think yes. Here the border, type, etc., are all in harmony and the atmosphere is there; it can't help but be recognized and read.

Most of the jobwork of today is practically treated along the decorative line. Take for instance shipping labels, which are just as important as any other kind of printing used. These usually meet the customer's eye first upon the arrival of the shipment. So you see it is very important to give the label a treatment that will in some way reflect the character or the business of the company issuing it. Pleasing results can often be obtained by using typefoundry decorations, which give very artistic results; the firm's trade mark or device might be incorporated in the design to give the label a distinctive appearance and avoid its being readily copied.

As to business cards, some of them are done a little bit different from the other fellow's. And I see no reason why they should not, because the person who receives that kind of card will look at it more than once before he puts it in his pocket.

The firm's or the person's own trade mark, or some other appropriate decoration, can be added to the card, but if such is used care should be taken to see that its character is in harmony with the subject, also that the type selected blends nicely. The same with letterheads; they should also be treated in an appropriate style. The letterhead for J. A. Molohon & Co., on page 3 of the insert, shows perfect harmony all through; typefounder's decorative material is used, and the same style can be applied for cards, billheads, circulars, etc.

There is a large amount of typefounder's material which can be used to good advantage for advertisers' clients, and too much attention can never be paid to these small things, because they lend themselves to bringing about bigger sales.

In menu cards, too, decorative material comes in handy, because unusual treatments are often called for. A decorative border carefully handled may be used extensively, and menus for societies may be decorated with just their monogram, or they may have some more appropriate decoration which can be used. A border always serves to hold the whole job together as well as to define the margins.

Programs often require decoration, and many possibilities for originality lie in them. The first page

especially should be attractively done, and decoration should be given careful attention. For instance, a design for a dance program would not be appropriate for a church program, so you see that decorative effects, as well as the type faces, must be in keeping with the subject. Programs for religious societies can be dressed up to suit, because printing of this kind leads us back to the days before Gutenberg, when the scribes or monks did some very beautiful and ornate work. The reason I turned back for inspiration and suggestion in this connection is that the work of that period was chiefly in connection with church matters, and this style of letter and decoration has endured throughout the centuries—the Gothic. Chaucer and Cloister Black are the most appropriate letters to use for Easter, Thanksgiving and Christmas services. The Gothic family is a serious type face, as well as a decorative one, and rules in color and maltese crosses go well together for such purposes.

Covers for booklets or magazines is another branch needing careful selection of either illustration or decoration. We also have to consider whether decoration is appropriate or necessary. Many times decorations of some kind are not only pleasing but are demanded. Magazine covers sometimes need something striking and attractive. This may also be said about music cover pages or titles, which should harmonize with the music. It sometimes constitutes quite a problem of typographic arrangement in laying out music title pages or covers, and a certain massing of the matter is necessary for the sake of effectiveness of display. The treatment of more classical title pages has been strictly decorative or typographical, leaving out the pictures which have hitherto been used only on the cheaper class of popular music. To achieve real success in decorative musical title pages, certain conventionalities must be respected, as it is these that give a peculiar interest to the publisher.

Decorations and old wood blocks have been adopted from the early centuries and have been used with very striking effects. They also harmonize perfectly with the typography, and contribute to, rather than detract from, the appearance of the page as a whole. Title pages need careful attention as to decoration, because the title page is really the main entrance to the book and must look the part. Then comes the first page of the reading matter with a little bit of decoration, band and initial, for instance, in harmony with the title page, and the whole must look inviting. However, too much decoration is not permissible; very often all that is necessary to beautify a page is a trade mark or monogram. Of course, a decorative border is very effective if it is in keeping with the subject.

Christmas greetings present still another line of the printing business that needs decoration, to help interpret the spirit of the season.

Another word; it is this: *The person who knows when his job is finished has certainly mastered one of the greatest difficulties in decoration.*

Ad Astra Per Aspera

This being
A Specially Prepared Insert
for the article

Decoration in Regard to Typography

By

AXEL EDW SAHLIN

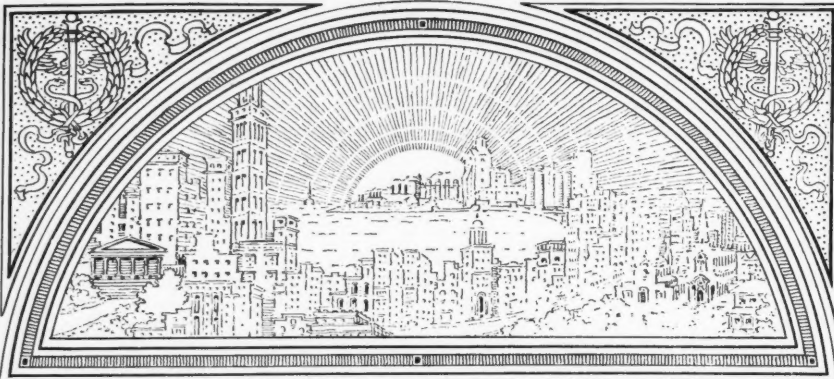
With The Roycrofters : East Aurora : Erie County
State of New York



We Desire to Excel in the Work of Our Craft



Border design by Axel Edw. Sahlén. Plate through courtesy of The Roycrofters.



A City of Youth

¶ If a city is to retain its young folk, it must match the opportunities offered by other metropolitan centers.

Buffalo has a famous school system, a great university & many noble educational institutions.

But the cap-sheaf of Buffalo's inducements to young America is the fact that its business houses welcome the youth who stands under the banner of knowledge.

To commercial houses seeking locations this is another point in favor of Buffalo, because intelligent helpers are an economy and a business blessing. ¶ Information about Buffalo, the City of Magnificent Opportunities, is furnished by

INDUSTRIAL DEPARTMENT

*Manufacturers and Traders
National Bank of Buffalo*



Newspaper advertisement. Border design by R. W. Crouch.
Plate by courtesy of James Wallen, Advertising.

TRADING POST, COTTONWOOD PASS, NAV. RES.

FREIGHT AND EXPRESS STATION, GALLUP, N. MEX.



J. A. MOLOHON & CO.

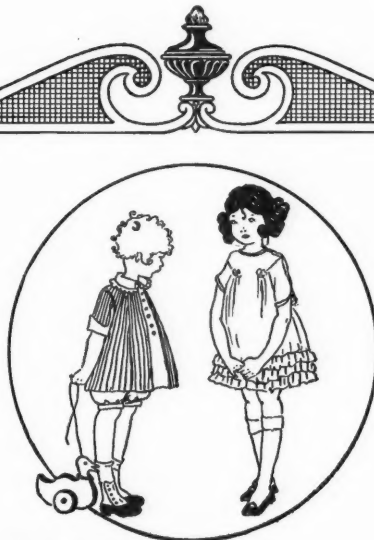
Indian Traders and Collectors

FINEST NAVAJO
BLANKETS AND RUGS - CEREMONIAL
BASKETS - SILVER WORK
JEWELRY - CURIOS
RELICS, ETC.



P. O. Crystal, N. Mex.

Letterhead by Axel Edw. Sahlin.



*Little tots' under and over logs
done with a nice care*

A LAUNDRY'S GREATEST SERVICE

The laundry's most notable contribution to modern life is woman saving.

This is a peculiar statement, but women tell us that having the weekly washing in our hands adds to their relish and zest for living.

Mohn and Hunter wagons stop "next door." Why not at yours?

MOHN AND HUNTER CO.
LAUNDRY

Tupper 1140

Head Office: 268 GENESEE

BRANCH OFFICES:

244 Allen Street

81 W. Chippewa Street



*Newspaper advertisement. Border design and illustration by Sahlin.
Plate through courtesy of James Wallen, Advertising.*

A ROYAL GIFT

Many a woman who wished for a vacuum cleaner has received a set of Shakespeare—the giver not realizing that without the electric cleaner the housewife has no time to read or play.

The Royal Electric Cleaner is a tireless servant that does more work in less time than any other cleaning implement known.

The Royal gets every particle of dust out of the most remote corners. It cleans by air.

The Buffalo General Electric Company selected the Royal Electric Cleaner for its own appliance department, because in sheer merit it outclasses all other machines.

The
Buffalo General
Electric Company



Newspaper advertisement. Border design by Sahlin.
Plate through courtesy of James Wallen, Advertising.



Chas. J. Rosen

Superintendent of Printing
at The Roycroft Shop, which is in
East Aurora, Erie County
New York

Card by Axel Edu. Sahlin.

PLAYS



ALICE KAUSER
BROADWAY, NEW YORK

Booklet cover by Sahlin.



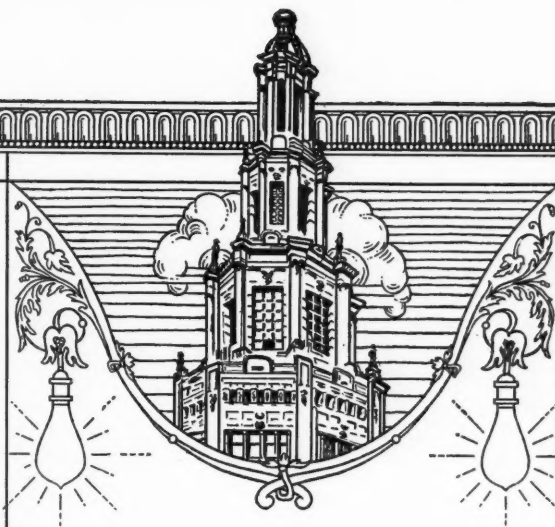
Axel Edw. Sahlin
 Typographical Designer
 with The Roycroft Shop
 East Aurora, New York

Business card.

**New Year's
 Greetings**



*First page of New Year's greeting
 by Sahlin.*



The Equality of Electrical Service

In the little cottage nestling 'neath the trees or the proud mansion on the avenue, electricity renders the same willing service.

Whether you are a square or a dozen miles away from a generating station, the same intensity of electrical current responds to your push-button.

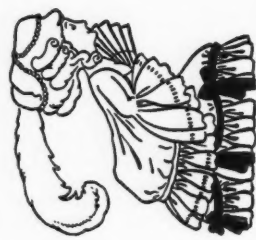
There is no institution more in the spirit of American democracy than the electric service, for it offers equal quality to all, and in the quantity absolutely controlled by the customer.

The Buffalo General Electric Company delivers to every section of the city abundant electric light, heat and power, unfailingly, day and night.

Equality of service to householders, merchants and manufacturers alike, is one of the principles which maintain pleasant relationships between the citizenry of Buffalo and this Company.

The
**Buffalo General
 Electric Company**

*Newspaper advertisement. Border design by Sahlin.
 Plate through courtesy of James Wallen, Advertising.*



Our Spring Exhibit of new authentic styles in Suits, Coats, Dresses, Blouses, Skirts and Petticoats, will be held March fourteenth, fifteenth and sixteenth, nineteen twenty-one. A most cordial invitation is extended to you to attend and allow us the privilege to demonstrate new models

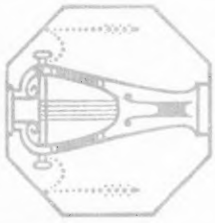
Volk's Up-to-Date Shop
652 Penn Street, Reading, Penn.

Announcement. Typography by Saklin.

The FALLS *of* NIAGARA

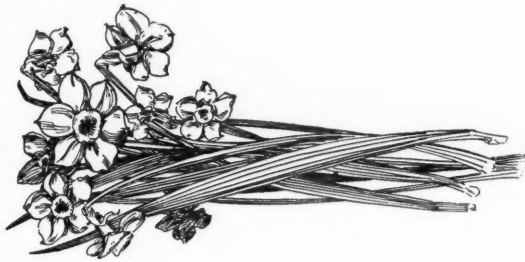
First page of a silverware folder. Typography by Saklin.
Original in three colors.

A BERNHARD ZIEHN PUPIL AND DISCIPLE
JULIUS GOLD, Theorist
 FORMERLY PROFESSOR OF MUSICAL
 SCIENCE IN DRAKE UNIVERSITY

		
:: SAN FRANCISCO ::		

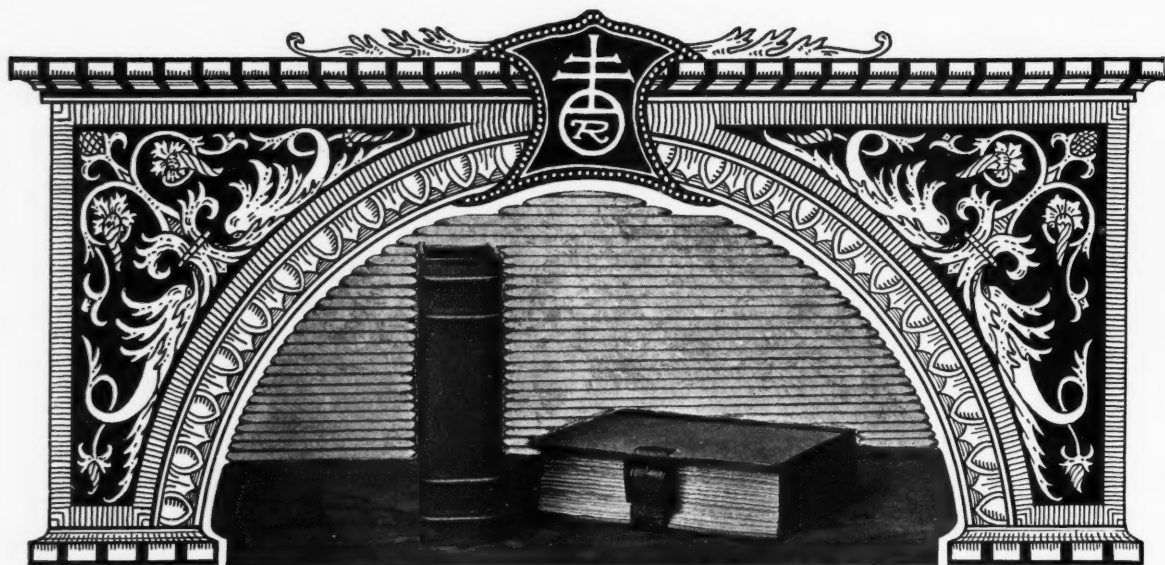
First page of a folder by Saklin.

Easter 1920



Oak Grove Community Church
 Oak Grove Avenue and Bradley Place
 Buffalo, N. Y.

First page of an Easter folder by Saklin.



¶ THE CRAFTSMAN, STEEPED IN A FAVORABLE ATMOSPHERE, PRODUCES FINE WORK. PERFECT ION OF TOOLS IS A SECONDARY CONSIDERATION

¶ In the Roycroft Shops you will find an equipment rivaling the great printing houses of the old world and the new.

¶ More vital to the creation of beautiful printing are the traditions and examples of extraordinary work which have flowed in twenty-five years from the Roycroft presses.

¶ The Roycrofters have been credited with giving a fresh impetus to artistic printing in America.

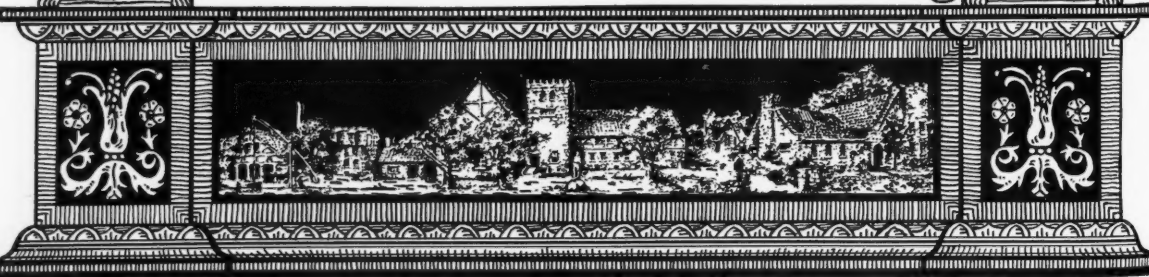
¶ You have but to compare

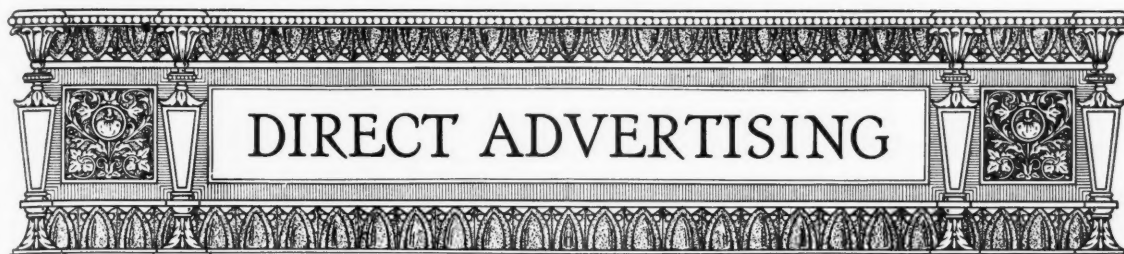
a two dollar Roycroft book with a volume at double the price from any other press to demonstrate that the Roycrofters put a plus value into printing.

¶ The Roycrofters lavish on commercial printing the same richness of decoration, typographical excellence, and unusual stock that characterize their purely literary publications.

¶ An inquiry regarding how Roycroft printing can be applied to your publicity will receive interested attention

THE ROYCROFTERS, Elbert Hubbard II, President
Who are located in East Aurora, which is in Erie County, New York State





DIRECT ADVERTISING

BY ROBERT E. RAMSAY

Author, "Effective House-Organs," and "Effective Direct Advertising."

This department takes up the subject of effective direct advertising for printers, both in connection with the sale of their product, and in planning direct advertising for their clients. It is not a "review" of specimens, nor does it treat of direct advertising from that standpoint. Printers are urged to send in specimens of direct advertising prepared for themselves or their clients, in order that they may be used to demonstrate principles.

Copyright, 1921, by The Inland Printer Company. All rights reserved.

Note.—In our first instalment we briefly outlined the field to be covered and suggested the necessity and value of the plan in direct advertising. In our second number we covered that most vital of all steps, the list to be used. In our third step we come to the classifications and how they may be used in a planned appeal.

The Classifications of Direct Advertising

John Jones is a cobbler, or runs a shoe store, or is president of the Mammoth Shoe Manufacturing Corporation. In any event John actually wears and uses what he is making his living from—shoes. Solomon Levi is a worker in a sweatshop in the top story of a tenement on the East side, or he is proprietor of the Up to Date Haberdashery of Main street, or president of the largest corporation in the world making men's clothing. In any event, following in the footsteps of Jones, Solomon wears and uses what he sells—clothing.

Mr. Average Printer, however, follows the lead of neither John nor Solomon. He makes and produces printing, but he seldom, if ever, uses it as his own business builder. The one art without which all other arts and crafts would be as nothing is the graphic arts. Yet in almost any fair sized city you can find an enormous printing establishment which makes no use of printing in the course of its own business building. It was as if John went barefoot and Solomon emulated Lady Godiva, so far as using what is at hand is concerned.

The writer admits his utter inability to explain this phenomenon. It is important, however, and it is an excellent lead to the subject of this article—The Classifications of Direct Advertising and their use by their makers.

Some seven or eight years ago the writer was called into conference by a New York city printing establishment which filled two floors of a large loft building. The proprietor was very desirous of becoming known as a "house-organ and direct advertising" printer. He told me of his hopes and ambitions, and in the course of his remarks said: "My, that firm known as Wheeling & Co. must be a fine big house, they print so many house-organs."

The New York firm was at least twice the size of the firm of Wheeling & Co., and yet the big firm envied the success and reputation of the smaller one. Why? Because the big firm was tired of doing the "bid on empty steen of this form" sort of work and wished to get into planned printing.

"But how did Wheeling & Co. do it?" you ask.

They did it by the planned use of a specific form of classification of direct advertising. In their case they chose the house-organ form as a carrier for their selling message and then they specialized on the production of that particular physical classification or form of direct advertising. Fig. 1, reproduced through the courtesy of D. Appleton & Co., publishers of the writer's book "Effective Direct Advertising," shows you at a glance the twenty-three main classifications and subclassifica-

tions of direct advertising. You will note that they are first divided into two general classes, conventional and standardized; that is, their style and form must, as a rule, follow certain canons of use set by past experience, and in some cases the sizes have been standardized to a great extent. The second general classification is auto-contained and unconventional. This class is not bound about by precedent as a rule, and in many cases they may be mailed, or distributed under their own cover, without a special wrapper or envelope, which must almost always be used for the conventional pieces.

"But I know the different classifications of direct advertising," comes from a testy reader.

Do you? Within the past few weeks the writer suggested to the advertising manager of one of the world's largest users of this form of advertising that he should like to figure with them on some "direct advertising or house-organ work," only to get this reply: "We have none of that work in our business." Pursuing the subject further we found they referred to their elaborate educational books as "printed matter" and not as direct advertising; much as if the advertiser in the *Literary Digest* should say: "No, I am not doing any magazine advertising, we use only the weekly reviews."

This may be splitting hairs, but it is an admitted fact that the term "direct advertising" as a term to describe all those forms (classifications) shown in Fig. 1 is only just beginning to be understood in general advertising and printing circles, and until "direct advertising" is thoroughly understood as indicating all these various classifications the medium will not reach that high place in the plane of publicity which it deserves.

At the Atlanta Convention of the Associated Advertising Clubs of the World last June the writer heard one prominent printer of direct advertising who was addressing his fellow printers at a departmental meeting plead with them to help explain to the public that direct advertising was more than just "booklets, folders and circulars."

My personal definition of this form of publicity is "Direct advertising is any form of advertising reproduced in quantities, by or for the advertiser, and by him or under his direction, issued direct to definite and specific prospects, through the medium of the mails, or by canvassers, salesmen, dealers, or otherwise."

With this definition in mind the importance of classifications becomes at once self evident. Your ability as a maker of a medium of advertising is judged not only by your ability to use some one classification, but by your ability to make and use all the different classifications to the best advantage, for surely no one classification is the one best method to use in all cases. The specialist in the use of publication advertising does not believe, for example, that *The Ladies' Home Journal* is the one best classification for use in reaching all classes, for the sale of every form of goods or service.

The agency men become proficient as they become the better judges of advertising mediums, when they can recommend the women's publications for this product and the men's magazines for that, the children's for another, and so on.

Note particularly the "prescription" on the bottom of Fig. 1. Note that it reads: "R— Only when problems analyzed." This brings up another phase of the importance of classification study to the printer who would use direct advertising effectively either for the sale of his own product or that of clients.

Direct advertising is practically the only medium of advertising where the client, as a rule, makes up his mind as to just what he wants before he talks with any producer thereof. For example, we will say that sales are falling off on wooden lead pencils. The manufacturer decides that he needs some

some particular form of classification of the medium known as direct advertising, instead of analyzing the problem to be solved and then using the classification which will best meet that need.

Let's take a simple but concrete case. Suppose you are in the general printing business and wish to switch at least a part of your facilities to producing direct advertising. Suppose you want to get some "leads" quickly. What would be the medium to use? Letters in some form, without question. Why? Because experience of many shows that letters will bring comebacks more quickly than any other means. Note I am not saying what will be the relative value of those comebacks, as compared with responses secured in other ways. They may largely be curiosity seekers, or friends who will reply merely to be polite, but people will answer letters if those letters are properly written. You may tie to that statement with confidence.

Suppose, however, you realize by analysis that what your plant needs is to educate the public that you can and do produce direct advertising and could and would produce some of these, how can this be done?

For the process of education a continuous and persistent appeal is necessary. The primary form of educational direct advertising is the house-organ. This if properly planned and edited, mailed regularly to a properly picked list, will, like the constant dripping which wears away concrete, make the impression, do the educating. Then the actual production of as many different physical forms as possible, and in as many different physical combinations as you can get them, will be proof positive in the educational line that you can and do produce direct advertising.

These two simple examples show the functions of two of the twenty-three classifications and subclassifications shown on Fig. 1. The use of samples is widespread in the printing industry but not entirely analogous to samples in the other fields. For example, a patent medicine manufacturer samples his eye salve. He does it by sampling eye salve, not man or beast liniment, or some other entirely different product which he makes. The printer samples the catalogue of the Sturdivant Bridge Company he produced, sending it to the Boudoir Supply Company with the hope that the first specimen will sell the second prospect. It would be like the eye salve maker sending out a sample of his liniment and saying in effect: "Now this is good liniment, of course my eye salve is different, but you just look at this bottle of liniment, see the color and formation of it, and imagine what I could do if you favored me with an order for some eye salve, or a lip stick, or some other delightfully feminine article!"

The instances quoted are, of course, overdrawn, but in my opinion the indiscriminate mailing or submission of any classification of printed samples to all classes of business prospects does but very little to increase the effective use of direct advertising, and the sales of printing, because of the inherent defect of the prospects—very few possessing imagination.

Given an unlimited hand in building up a direct advertising business for a modern printing producer I would then endeavor to get at least one piece of each of the twenty-three classifications and subclassifications and wherever possible a series of pieces, or a campaign covering a few of these classifications.

In every case I should endeavor to secure from the user of the various kinds of direct advertising the results, impressions, etc., created by those different classifications, thus building up an encyclopedia of results and returns from a *classification standpoint*. So that when a business school came to me with its problems I should be able either to point to something I had produced in that field, or failing in that I should be able to turn to the pages of some publication such as THE INLAND PRINTER and show definitely what some other producer of direct advertising had done for some other school.



FIG. 1.

direct advertising. He decides he needs some mailing folders, perhaps. Then with his mind all made up—prior to analysis in almost every instance—he sends for the "publisher" of this classification (the printer) and says: "I want to get out some mailing folders on Model XYZ-142 purple banded lead pencils."

Had this same manufacturer started to use the magazines and trade papers his process of reasoning would be something like this: "We must use at least one good trade paper to reach the dealers. We must advertise to reach the consumers. I will put it up to my agency to find which is the better one for us to use, etc."

Note the difference! Don't think that it always happens this way. Sometimes the advertiser has been sold on using some one medium and tells the agency what he wants to use and does it, but good agencies and good advertisers do not operate in this manner.

The difficulty with using direct advertising effectively for the sale of printing or other products is right here. The advertiser (printer or other producer) makes up his mind to use

From still another angle is the study of classifications important to the printer, and that is to discover the rotation of classifications in sundry cases. For it stands to reason that on some propositions the continuous use of the four page letter-head, to name one specific form, to one list on the same proposition would soon lose its effect because of the sameness of the physical appeal.

Briefly then, let us cover the functions, as far as they can be set down to rule, of the leading physical classifications:

Letters of all kinds are, generally speaking, to convey a message, usually brief as compared with booklets, portfolios, etc.

Books and *booklets* are designed to deliver an extended selling message. Their use is usually for purposes of educational messages.

Catalogues are, according to the dictionary, as well as many modern business houses, "to list (catalogue) items." Occasionally there is a service or educational appeal added to catalogues to increase their popularity.

Portfolios are designed either to sell dealers on advertising and sales promotion work, or to sell limited lists of users, buyers, on some comparatively high priced article.

Bulletins are for the dissemination of educational messages where the run is too large to permit of the use of the booklet, total cost being considered.

House-organs are of four main classes: (a) Salesmen or agents; (b) dealers; (c) consumers, users and prospects; (d) employees. Their function is to build loyalty, establish *esprit de corps*, maintain morale and build good will.

licity; (6) inserts which are in the form of a guaranty to the purchaser, as well as inspection labels and inserts; and (7) inserts which suggest new uses for an old product, thus increasing sales indirectly.

Speaking directly of printers' own direct advertising, how many of you are using package inserts for any or all of these purposes? Envelope enclosures can be used for the same functions as a rule. How many are so using envelope enclosures? Speaking directly to the point of selling more printing, how many of your customers are using package inserts and envelope enclosures for these seven functions?

Broadsides have for their function the putting over of the idea of bigness. They are especially desirable for mailing to dealers or to limited lists of prospects.

Folders—by which we refer to mailing pieces calling for unusual folds or "stunts," especially those requiring special dies, are designed for putting over ideas and selling points through the utilization of the *fold* to improve the messages.

Blotters possess utility as well as advertising value. They may also be used for house-organs and thus serve a triple function. This particular physical form is a favorite among printers for their own direct advertising, and any printer considering a new campaign would do well to consider the matter thoroughly before becoming a blotter user, unless he has a really new method of applying the idea.

Poster stamps, once discarded, are coming back, and as a supplementary publicity form of direct advertising are becoming more popular than ever.

Photographs, either by the photographic or engraving processes, are becoming more and more desirable for selling certain products where the picture is the large selling point, as, for example, in motor cars, now that the educational work is done in the main, the picture helps sell the car far more than it did in the early days.

Novelties, samples, etc., cover the whole realm of new forms being brought out from day to day. A few already used are coupons, puzzles, tables of utilitarian value, printed calendars, not considering the art ones; tip-ons, containers for retailer's use, menus, especially for food accounts, etc. In speaking of novelties we have in mind *printed* novelties and not manufactured novelties such as rulers, paper weights, etc.

Business calling cards, salesmen's advance cards, etc., might well be considered novelty forms of direct advertising.

Let us especially emphasize the value of sampling in direct advertising. One large producer of direct advertising has this to say of the efficacy of sampling: "We have tried sampling on everything from automobile tires to paper shell pecans, with equal success on each of them and all items in between. If more users of direct advertising were to try the sampling method, the results would be far greater, and more advertising would be used."

Where the product itself can not be sampled, parts of it may be sampled, and where parts can not be sampled, novelties may be made up of the same raw materials, or parts, etc., such as, for example, the making up of tobacco pouches from the same rubber used in making the inner tubes, which were thus advertised by direct advertising.

While perhaps a bit aside from the main purpose of this series, let it be said here that effective direct advertising by printers for printers' customers assumes the ability of the printers to advise the customer. Therefore the printer must know all about the customer's business and be able to tap the "cases," as the lawyers would phrase it, where direct advertising has been effectively used by others in that same field or business. Yet we have seen a lot of printers claiming to maintain "service departments" who did not subscribe to any publication which contains the "reports" of those cases.

Summing up, the *plan* is of course important, the *list* is vital, but the effective application of direct advertising in the



FIG. 2.

Mailing cards and circulars are the simple unfolded pieces, and might be termed dodgers or cards. They are of two main classes, one of the purely "billboard" type, merely announcements, teasers, etc. (Fig. 2 represents a mailing card of this type used purely as an announcement or teaser mailed three days ahead of the mailing of a house-organ published by printers and mailed to prospects), and second, purely mail order appeals, wherein a mass of copy is put on the mailing card with a return card attached in many cases. The function of the first type is as just indicated, and of the second to get business where margins of profit are small. For example, in sale of books, magazine subscriptions, etc.

Envelope enclosures have as their function either to supplement the main message in the letter, or to carry another message at no extra cost. They may also be used for announcements such as changes of telephone numbers, addresses, etc.

Package inserts are akin to envelope enclosures but distributed with the goods. The seven main functions of package inserts are: (1) Inserts directed to get reorders for the same goods; (2) inserts that are to introduce others in the same "family" or allied products; (3) inserts giving instructions or directions as to use; (4) inserts to secure names of new prospects; (5) inserts aimed merely to secure general pub-

highest form of effectiveness is entirely a matter of knowledge of the major and minor classifications, their functions, and their application.

This applies equally whether you are using direct advertising to serve you and your own printing business or using it to serve the businesses of others.

THE PAPER INDUSTRY AS SEEN BY THE PRINTER

BY THOMAS E. DONNELLEY



WHAT I have to say today will have to be said from the standpoint of a printer who, of course, is interested only in a limited amount of the products of the paper industry. That is news, book papers, writing papers, cover papers, and some cardboards or bristol boards, whatever that may be. Our two industries, that is, printing and what you might call the fine paper industry, are so intimately mixed up that it seems to me anything that spells prosperity or lack of prosperity to one of course must affect the other. I suppose that of these papers which I mentioned, fully ninety-five per cent of them go through the printer's hands at one time or another.

I have this message that I should like to say, and that is that no matter what the business conditions of this country — meaning the general business conditions — are to be in the near future, whether they are to be good, fair, indifferent or bad, as I see it the conditions in the paper business and the printing business should be a little better. In other words, if the tonnage of paper represents ten per cent of the tonnage of all industry as it has in the past, I think that in the future it will represent eleven or twelve per cent, so that no matter what the country does, I think you gentlemen will fare a little better than the average, and I base this upon this analysis: The only good thing that I have ever heard come out of the excess profits tax, which to my opinion is not a tax on excess profits but a tax on brains, energy and enterprise, was the fact that it induced, during this year and a half of deflation, a great many people to advertise who never advertised before, on the theory that the Government was paying forty per cent of the bill. As a result of that, a great many of these people who advertise in this broadhanded way, who had never advertised before, discovered that advertising paid, and they are now permanently in the market; they are permanent advertisers; so we have those added to the consumers of paper.

Also, during the last four or five years, the printing business in its manner of marketing its products has undergone a great change, especially the job printing. Before that, we were simply the executors of an order. Our customers would bring us something to print, and while we were consulted with perhaps on the paper to be used and the style of type, etc., we were just the executors of an order, the same as a contractor when he builds a building upon plans and specifications submitted by an architect.

Four or five years ago, we began to realize that it was very much better for us if we took an interest in what we printed as well as how we printed it. In other words, we tried to put a sales punch into the matter we produced, and as a result of that propaganda, or at least of that theory of doing business, there has been built up in the last two or three years an organization of direct mail advertisers, which in two years has increased from a handful of men until at the last convention they had over eighteen hundred people who were signed and registered attendants.

* An address by Thomas E. Donnelley, president, R. R. Donnelley & Sons Company, Chicago, delivered at the Third Fall Business Conference of the American Paper and Pulp Association, held at Chicago, November 1 to 4, 1921. Reprinted from the *Paper Trade Journal*.

Pretty nearly all large printing offices have now what they call a service department. We not only try to improve the matter which our customers bring to us, but we go out and try to get our customers to undertake advertising campaigns which they have not planned, so there is another increase in the use of paper.

I also think that we are going into a period of very competitive selling. We know that the facilities for manufacturing in this country are far beyond the public demand now, and everybody who has anything to sell is going to sell hard. There was a slogan in Chicago, put out by one of our Chicago newspapers, which read, "The year 1921 will reward fighters." I think the next ten years will reward fighters, and I think we are going to fight pretty hard for business.

With the increased drive to get the business there is, and with the fact that large corporations and merchants and manufacturers have come to realize more fully than they did before the value of advertising, and the fact that the printers are constantly pushing this advertising, I have come to the conclusion that no matter what the conditions of printing are, the printers and the paper people necessarily will more than share their former part.

Lowering Prices

Now I am going to inject here a little bit of pessimism. I am doing it in self defense, because if I don't I know that tomorrow morning we will receive a ten or twenty per cent advance from every person we buy paper from.

We have heard a good deal of these cycles. I am not attempting to be a Babson or a Brookmayer or a System, but I should like to make this statement: We are on the beginning of a long slide of lowering prices. I think the tonnage may keep up, but if I analyze things correctly we have had the bump of coming down from these greatly inflated prices and now we are on a slide that I believe will last for ten, fifteen or twenty years.

I came into the business in '89, and I remember that from then until '96, every time we renewed a contract for paper we were always able to buy it a little cheaper. That process had been going along, I understand, from some time in the late sixties, and I think that we are in the beginning of such a slide now. It means that we have got to liquidate our extravagances in labor, in management — I won't say in profits because I think some of us have not been making so much profit the last year. But we have all got our ideas of profits a good deal higher than they ever were before, and I think a good deal higher than we shall be able to maintain.

During this war and during the period after the war, we had a cycle in which the cost of living would go up; then we would increase the wages; then they would put up the cost of living again and up would go the wages again. We were going up in a spiral. We are on the reverse of that spiral now, but it will be a much more difficult problem to get things reduced. The cost of living has gone down, and most of us who are not tied up with unions have been able to reduce our wages somewhat, but we have to be conservative in it. In the first place it is not fair to ask a man who has been living on a certain scale all of a sudden to throw that scale to the winds and really live very much lower. We have got to bring it gradually. I presume in six months or so there will be a further reduction in wages, and then there will be another shaving off in prices, and it seems to me it will take some ten, fifteen or twenty years to do that.

In our own business our wages doubled. I feel it will take several years before we get our wages down to a reasonable rate. We have got to liquidate them, as I see it, because we have got to get industry in this country adjusted, and we are all out of adjustment now.

The one person in this country who has liquidated one hundred per cent is the farmer. The farmer today is not getting

as big a price for his product as he got in 1914. We must realize that the whole basis of our prosperity is our crops, and we can not have a material part of our people down to the basis of 1914 and still buying products from the city people who are on the basis of 1920. It can't be done. Of course, people may say prices of farm products will come up and it will be adjusted. Prices of farm products are not settled by local markets; they are settled by the world market, and if anybody has any hopes that the world market is going to materially boost prices in the next ten or fifteen years, he and I differ very much. We have got to liquidate, as I say, our whole system of industry so that the farmer and the city producer will be in equilibrium.

This is not all to come out of labor. It has to come also out of management. There isn't anybody in this room who, during those periods of 1919 and 1920, didn't accumulate in his factory a lot of extravagant methods and extravagant organization which these present times and the times in the future can not stand. As I see it, that manufacturer is wise who can cut his expenses and whittle down his organization and do this in anticipation of the time rather than after.

So much for conditions in the trade. I realize that my judgment is no better than anybody else's guess. I should like to say, however, something concerning the affiliations between the printer and the merchant and the manufacturer. I think we are going into this long period of declining prices very much better organized than we ever were before, because you have your splendid organizations, the merchants have their splendid organizations, and we have a very remarkable organization of over five thousand members of all the important printing concerns of the country. By coöperation I can see that a great many things which before were left to haphazard can now be arranged and a great many things which have been unfair in competition may be eliminated.

Standardization

I should like to speak of some of these things which we hope to accomplish by coöperation. The first is that of standardization. The United Typothetæ of America has several committees on standardization, and this organization has now employed a secretary who will give his entire time to this work. Of course, the greatest thing in standardization in the paper industry was accomplished by the paper manufacturers themselves when they went to the substance number. I don't think any standardization can ever accomplish what that has accomplished for the industry. Standardization is only useful if it accomplishes a purpose, and it is dangerous if it takes out the initiative that is always inherent in a man who is trying to make progress. In other words, if we standardize things so that it is almost impossible for a man with invention or initiative to break over that standard, really we are putting a noose around our own necks.

There is the question of standardization of sizes. Of course, you have accomplished through the Typothetæ a most remarkable case of that in standardization of sizes of covers. I noticed some reports in one of the trade journals the other day, showing that two years ago a certain manufacturer required eight different sizes to market sixty-six per cent of his product, while recently, through these two new sizes, he is marketing eighty-five per cent. That must have meant very much better manufacturing conditions.

The question of reducing the number of sizes in stock and the number of weights is a question that can not be handled arbitrarily; it must be done after a great deal of study.

The committees of the three organizations, at least of the merchants and the printers, must go together and get data from all the principal merchants in the country and from all the principal printers, and find out what sizes and what weights they use, and in what quantities, to see if we can not reduce the

number of sizes carried in stock. I can appreciate that what would be a stock size in Chicago would not be a stock size in New York or in San Francisco. That is a matter for a great deal of study, but I think it is of a great deal of importance, and if you people will coöperate the way I hope you will, I think within a year we will at least get somewhere on that problem.

The Hypotenuse Oblong

In connection with the question of sizes, I should just like to interject a few remarks upon a new size which is being promulgated very enthusiastically, called the hypotenuse oblong. Some German savant conceived the idea that he would make the proportions of a sheet of paper such that every time it was folded these proportions would always be retained and the whole question of sizes would be solved. That proportion is 706 to 1,000. The whole argument is that if you have a page one size and you fold it again, you get the same proportions. I realize the Germans are great scientists, but when it comes to art they are wrong, because it is exactly what they don't want when they reduce sizes to keep the same proportions. Now a 9 by 12 is a very handsome size for a quarter, but if you fold it to 6 by 9 where the proportions instead of being three to four are two to three, the 6 by 9 is a very much better size than if it had been 6¾ by 9.

There are various tastes in the printing business just as there are in art and architecture. For five hundred years the best minds in the printing business, even before the invention of printing the best minds in the bookmaking business, have studied over the question of proportions of sizes, and anybody who has any knowledge of or is familiar with printing realizes that the small book you want long and narrow, and as you increase the size you want it wider. It is just as ridiculous for some German geometrician to say that the sizes of all printing should conform to some formula that he works out, as to say that the magnificent and beautiful proportions of the girth in columns should all be changed because some engineer has some mathematical theory that they should be different.

I just make this remark because I am afraid that somebody at some time will approach one of your associations and you will adopt the hypotenuse oblong basis without giving it thorough study. I am not saying it is not correct, but I think it is a question that deserves a good deal of further consideration.

Standardizing Weights

The question of weights is something which I think should be standardized. Of course, there is no reason in the world why we should retain the ream. I think everybody is agreed on that. In England they are trying to adopt the metric system. They are going to sell paper in thousand sheets, and the substance numbers there are to be the number of grams in a square meter of paper. I can readily realize why England is so interested in the metric system, because a large proportion of England's product has to be marketed abroad and they are constantly coming in competition with the papers from Sweden and Germany. But the trouble about the English system is that the substance number has no designation, it has no connection with the weights in pounds of the paper which they sell. I am not sure that the decimal system, which Mr. Wilson and I have been so interested in, is correct. Certainly if we are to stay in domestic business (and I don't see much chance of foreign business out of the United States for some time), it would be much simpler than any other system I know of. But that is another thing on which we want coöperation between the manufacturers and the dealers and ourselves.

The Question of Definition

There is another question which we have got to take up, and that is the question of definition. The definition of the paper business is the most indefinite thing that I know of. I

should like to have somebody here rise and tell me what a No. 1 enamel is, and when he tells me I should like to have him deliver that goods every time I buy a No. 1 enamel from him. There are so many questions of definition which mean one thing to the manufacturer, another thing to the merchant, and another thing to the printer, that by coöperation we could clear up.

Private Brands

Then I should like to say just a few words on the question of private brands. I know I am treading on dangerous ground when I talk on private brands. I know the merchant feels that if he has adopted, say, the Caxton brand of coated paper and has advertised it and sold it, that is his private possession and he has a right to do with it anything he wants. But let us take, for instance, the case of the Caxton brand of No. 1 enamel which is sold by Smith-Jones & Co. and manufactured by Mill No. 1 in Kalamazoo. We have used that brand of paper for two or three years; it has been extremely satisfactory, prints well, and on the basis of our past experience we go to a customer and sell him a large order using this brand and putting this paper in as our sample and the quality of work which we are going to perform. For some reason or other, between the time of our last order and our new order, Smith-Jones & Co. and Mill No. 1 in Kalamazoo have had a falling out and they transfer the making of that paper from Mill No. 1 to Mill No. 2. You gentlemen all know that two mills don't make the same kind of paper; they certainly don't print the same. We got that paper in here and we have an entirely different article. I say that we have a perfect right to demand from the jobbers that if they establish a private brand we should be guaranteed that that paper will be continued the same as heretofore, and if there is any change in the manufacturing conditions we should be notified so we could be covered in our contracts.

Building Up Good Will

That brings up another question, and that is the desire of so many of the merchants to hide where the paper is made. I am surely surprised that the manufacturers stand for that. I wouldn't, because if anything in our business is valuable it is a built up reputation. Our own firm will not print for a middleman, because we say in printing for a middleman we make no good will. We won't print for the Government of the United States, because we say that in printing for the Government of the United States we make no good will. In other words, we don't want to do business with anybody where there is not the opportunity of giving a good service at a satisfactory price, building up some good will for future orders.

Technicalities of Paper Making

We printers don't know much about the technicalities of making paper, but I will say that we know a great deal more about it than the paper people know about the technicalities of printing. You know a paper manufacturer and a paper merchant think that everything that they make prints and that paper must have everything but printing qualities. The technical problems of a printing office are extremely irritating, and we have never had any help from the mills unless we went out and dug it out for ourselves.

We run some rotary presses. We just hate to take on paper from a new mill because we know it is a two years' job to train that mill how to make paper and how to do up paper. In our largest contract that we had some years ago, we got in a small run of paper from an old established firm or mill, through some reason or other. This was an eastern mill. Immediately our pressroom superintendent came up and said, "Can't you give us that paper all the time? We can print more on that than we can the other." The next time the order came we divided it between the eastern mill and the present contractor and made a test, and we found that the product off the paper coming from the eastern mill was sixteen per cent more than off the western,

and we gave the contract to the eastern mill, not on the basis of the looks of the paper but on the fact that we could print it. It was only then that this western mill realized there was such a thing as the problem of winding, and that what we were talking about was not just simply kicks, and then they began to get wise and after two or three years they were able to get back into the market and get back into our good graces.

I know of another case where we refused to take paper for several years from a mill because they were constantly shipping in to us paper with short sheets. The salesman said, "Let the feeder put them out," but in a modern printing office we run our presses with automatic feeders and it means that we must stop the press or, worse, get the sheet on the rollers. Nobody who is competing in this market can afford to run paper that is not properly packed.

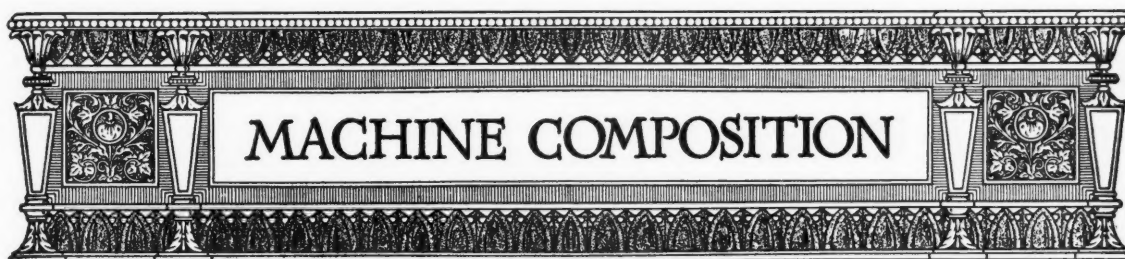
Need for Co-operation

I am only naming these to try to emphasize to you the necessity for our getting closer together on the technical problems. We had been buying for some years a certain grade of coated paper from a certain mill, and we were constantly having printing troubles. We would get an ink which we thought would run perfectly on that paper, and it would run for a few months and the new order would come in and we would have the whole trouble over again. It sometimes takes two or three days, at a cost of from \$25 to \$75, to find inks to go on certain papers. I sent our chemist up to that mill, and this is what he found: In making the coating or in mixing the coating there were three chemicals they could use interchangeably for the same purpose, and this mill was in the habit of buying that chemical at that time which was the lowest. It made a beautiful looking paper but every one of those chemicals had an entirely different affinity for ink. The superintendent at the mill said, "It is the first time I ever knew it made any difference whatsoever," and I suppose there were hundreds of printers around the country cursing that mill out about that very thing.

We have a lithographing department. We put a job on with paper that we have been using for a long time from a certain mill, and after five or six hundred impressions the transfer was gone. Our foreman came down and said, "There is acid in the paper." The paper salesman said there could be no such thing, the papermaker or merchant said there could be no such thing, but several months afterwards the superintendent of that mill was down on some other troubles, and he admitted that they had used more alum in that paper at that time than they did before, and they didn't suppose that it made any difference whatsoever.

The Paper Salesman

I don't know that this is the place to say it, but I should like to say a word about the paper salesman. The paper salesman is an awfully nice fellow. No matter how grouchy you are, he always has a smile. He is willing to run his legs off to get you samples or get you paper for a dummy or something else. He will give you all the lunches your digestion and your self respect will permit. He is a good golfer; he will take you out and play golf and let you win, but when it comes to selling paper on the merits of that paper as a printing proposition, he simply knows nothing whatsoever about it. It is a nice thing to do business on personality, but I should like to say, for heaven's sake get your paper people to understand printing problems. If you as a paper maker or merchant say a paper will print well, your salesman can go out and get a sample some other printer printed on it, but he has no idea of the difficulties the other poor fellow had. If you are going to sell to the printer and be helpful to him, try to understand his problems and when you sell him the paper don't sell him paper full of alum or paper with a lot of short sheets or things of that kind. Try and sell a paper that will go through our presses rapidly and well.



BY E. M. KEATING

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Mohr Lino-Saw Book of Mechanism

The Mohr Lino-Saw Company, Chicago, has just issued a mechanism book of sixteen pages which has numerous plates showing the various details of the construction of the lino-saw and giving minute instructions for the operator and for the machinist. Each part is pictured, named and numbered, and the function of each part is defined. This booklet is well written and is comprehensive. It doubtless will reach every machinist and operator handling the Mohr lino-saw.

What Is a Point?

An Indiana printer wants to know the relative size of the point in use in the United States, England and France, also the height to paper in England, France, Germany, Russia and Belgium. He desires a pocket manual for reference if reasonably priced.

Answer.—The American point is .01383+ inch, the Didot point (French) is .014802 inch. The American point is used in England. Height to paper (type high), American and English, .918 inch; French and German, .928 inch; Belgian, .934 inch; Russian, .9883 inch. A copy of the "Vest Pocket Manual of Printing," published by The Inland Printer Company, would answer many questions that arise in the practice of printing.

Wear on Cam and Rolls

A Nebraska operator asks why cams are cut down by rollers and how it can be prevented. He has a justification cam which shows considerable wear.

Answer.—Usually this trouble can be traced to neglect in oiling the cam rolls. Doubtless oil has been applied adjacent to the holes, but as often happens the holes are clogged with dirt and the oil does not reach the bearing. As a result the roll begins to slide on the cam instead of turning. Soon a flat place is worn on the roll, which causes the cutting down of cam surface, owing to the roll being relatively harder than the cam. To prevent further trouble remove the roll and clean out the oil holes. Put in a new roll if a flat place is observed on the old one. Some operators keep a small plug of wood in these holes to keep out dirt, and in oiling the plug is removed, being afterwards replaced.

Fringing of Metal on Face of Mold

A Texas publisher sends a matrix and print of mold, and asks a few questions about fringing of metal on face of mold. He suggests a cause with which we do not agree.

Answer.—The usual cause for accumulation of metal on mold body below the mold cell is that the cap overhangs. This condition may be due to bent posts. Try a straight edge over face of cap and body, and see if it indicates that cap extends forward. If the mold posts are bent or the body is warped you can have the trouble corrected by sending mold to the nearest branch of the Mergenthaler Linotype Company. Another cause of fringing may be that the front mold wiper

felts need renewing. However, if the fringing is excessive this wiper can not readily remove the excess. In such a case see if you can increase the stress of pot lever spring, turn front nut toward back of machine. We do not believe the eccentric pin in mold slide lever is at fault. However, you may readily determine the lockup by testing the space between mold and vise jaws: (1) Close left vise jaw and pull lever. (2) Push back lever as soon as the elevator descends full distance, raise elevator a trifle and insert a double thick strip of news print, and when the elevator is again down draw out lever, push back the lever and raise the elevator and see if the paper will draw out. If it will withdraw without tearing and yet is not held too loosely it is quite likely your adjustment is correct.

Operator Has Trouble Setting Knives

An Ohio operator sends a slug and describes the trouble he had in setting the knives. Our advice in this case is more or less general.

Answer.—We believe you can correct the slug measurement by finding first if your mold is in proper position, that is, fully down to bottom of pocket. It would be well to set a cap line and cast a slug. Keep the line in the elevator jaws to verify condition after removing the mold. When the mold is out, clean the bottom of mold body and that part of mold pocket with which it has contact. Return mold to pocket and bring the four fastening screws to a light bearing. Tighten the three screws firmly on to the mold cap, and finally tighten the four screws referred to before. Now cast another slug, and compare measurements. If no change is noted it proves that the mold is in correct position. Having this as a basis it is then necessary to set left hand knife, as the slug you sent shows a slight overhang on the smooth side.

Slug Has Defective Face

A Pennsylvania operator sends slugs having defective characters. The fault does not appear to be due to metal temperature. As no data was furnished regarding the age of the machine and how long it is since a new plunger was installed, our advice must be more or less general.

Answer.—The defective face is doubtless due to irregularity in the flow of metal when discharged into the matrices. This may be because of clogged jets or insufficient pressure of plunger, due perhaps to a loose fit, or to obstruction such as may be offered by its condition, if not properly cleaned. A weak pump lever spring may be a contributing cause. We suggest that tension of spring be increased up to limit. Clean jets free from obstructions. Open up the cross vents so that sprue is at least one-half an inch in length. If a new plunger has not been applied in the last two years order a new one. Be certain that jets are open and that plunger has sufficient force to discharge metal with force into the matrices. Do not allow oil to enter mold unless blank slugs are cast after its application. Oil causes formation of gases in mold which are detrimental to sharp faces.

Metal Adheres to Back of Mold

A California operator asks how to prevent adherence of metal to back of mold. He also asks if adjustments on new machine need altering and when.

Answer.—We suggest that you examine the back mold wiper and see if it is functioning, as it is apparently not doing its work properly. After scraping the mold with brass and having the wiper so it cleans the mold after each cast you should have no further trouble. The adjustments of all parts should be correct when the machine is received. Some adjustments never change and ordinarily are not affected. Other adjustments may change and are subject to alteration. Pot lockup is one that may change after the machine is in use. If this adjustment is suspected, test it according to the procedure given in "The Mechanism of the Linotype."

Transposing of Capitals With Small Letters

A Michigan operator wants to know the cause of transpositions between capitals and small letters, which he states occur too frequently in his proofs. He asks if matrix belt could be the cause of the trouble.

Answer.—We are inclined to believe that the fault is not with the delivery by matrix belt. A capital matrix has farther to travel and does not enter the assembling elevator except by means of the belt and star wheel. You can correct the trouble by not striking the small letters quite so soon after a capital has been struck. You might examine the driving belt of the assembler; it should not be loose. The assembler belt also should be reasonably tight. See that none of the assembler guides interfere with the passage of capital letter matrices toward the assembler star.

Certain Slugs Eject With Difficulty

A Kansas operator writes to the effect that the eight point slugs eject with difficulty, while other bodies seem to give no trouble. No slug was sent for examination, as there should have been. A burred matrix was enclosed.

Answer.—The reason for the eight point slug ejecting with difficulty may be due to a burr on the liners. Remove these liners and rub the upper part of each on a smooth oil stone, and then examine the rubbed surface. Any burrs raised above normal thickness will appear bright where rubbed. Remove the burrs by further rubbing, and then apply liners and cast a slug to compare with the previously cast slug. If burrs on liners are the cause the trouble should cease when rubbed liners are replaced. We believe liners to be the cause of trouble. Examine all lower case matrices and see if the lower front lug is damaged like the one sent to us. If so, examine distributor box for interferences. We are unable to determine the real cause without an examination.

Matrices Distributing Cause Clogging in Channel Entrance

A western New York publisher describes the trouble he is having with the distributor on his machine. The matrices he sends have burrs of sufficient extent to retard the matrices as they leave the channel entrance. The following suggestions may help in determining the cause of the trouble:

Answer.—The only abnormal condition we note are the burrs on the lower lugs. These burrs may cause clogging in the channel entrance, as they may slow up the matrices or cause them not to descend in their respective channels. We suggest that you have a number of lines of lower case matrices sent through and that you remain back of the distributor watching the dropping of the matrices. It is important that this observation be kept up until you determine the cause or causes of stopping. For every stop aim to find the interfering matrix. For example, if a channel entrance is clogged trace forward until the first matrix is found. If the matrix is in the maga-

zine but does not slide down its channel readily, remove this matrix and find if it is bent or has a bruised lug. Repeat the observations for every stop, and before long you will learn the causes and doubtless can apply the proper remedy. Procure a matrix ear file. It is one of the handiest tools sold for printers' use, and you would find after a month's use that the saving in time alone would more than pay its cost. The raising of the machine on one side is to correct a specific trouble and may not be needed in your case. Try a spirit level on distributor screw bracket rod and see if the machine is level.

Operator Should Study Details

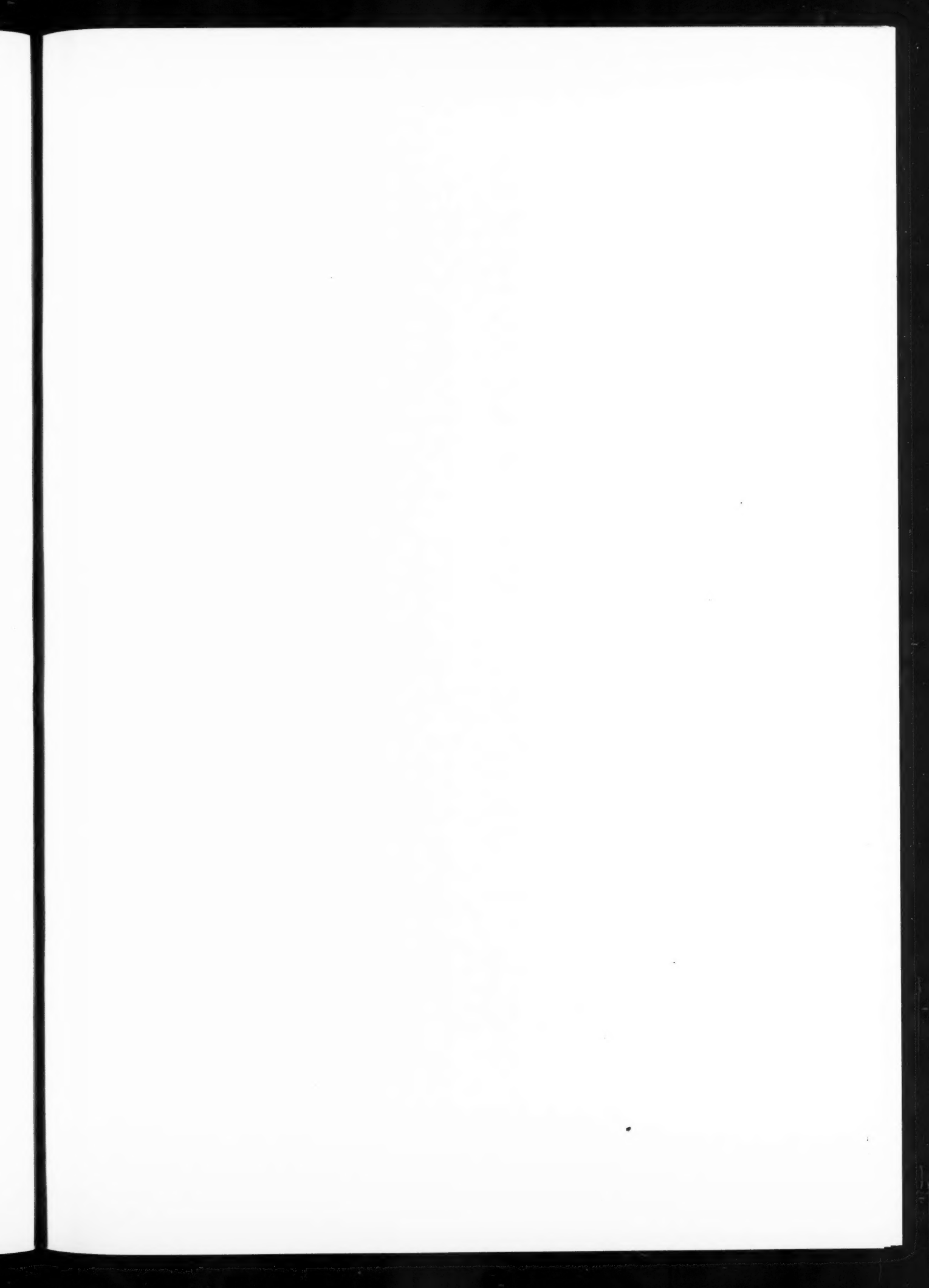
An Indiana operator writes a long letter describing various machine troubles. The following may help him.

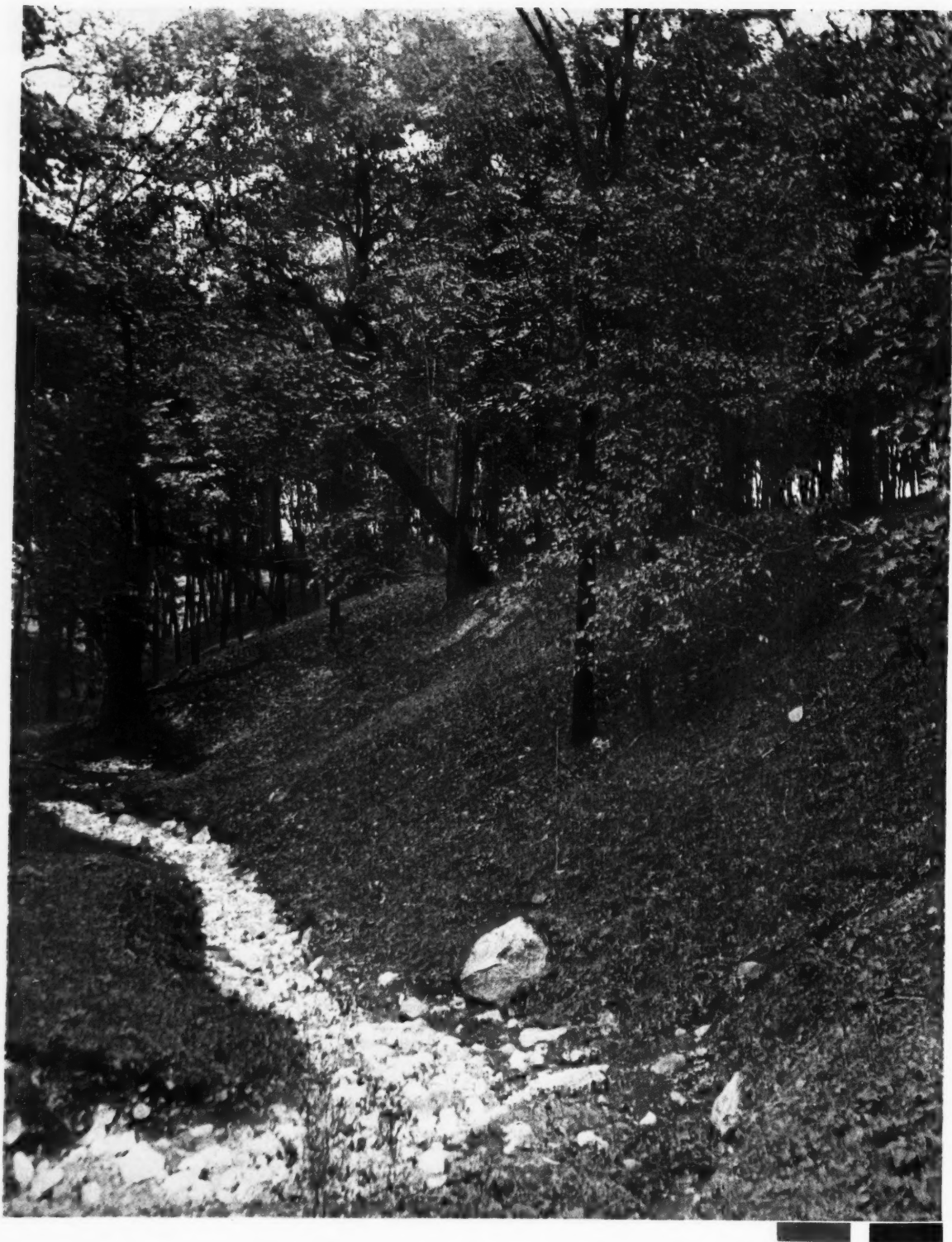
Answer.—We suggest that you try resetting the back knife in this way: First see that the mold disk revolves freely (with knife off) with both disk guides set as far back as disk will allow without binding. Clean the place where the knife rests, and oil the under side of knife. Set adjusting screws down a trifle. Apply knife and bring fastening screws to a fairly firm bearing on the washers which touch the top of knife. Place a liner for a thirteen em slug in any mold, set a cap line, and cast slug, allowing slug to become cold before measuring. When you adjust the small square headed screws upward be sure that you *do not* loosen the fastening screws, as the entire adjustment of this knife should be done with these two screws tight. Continue the casting and measuring of the slug and the adjusting of the knife until the slug is approximately .918 inch in height. By driving the screws in the segment up tight with hammer and punch you can prevent their working loose. The wear on disk studs and bushings usually occurs where bushings become dry, and in combination with a loose fitting brake. Apply oil to the bushings several times a week. A slight movement of square pinion is of no moment after the disk is forward, as the work of the square pinion and bevel gear is finished. The way the metal bubbles up as the plunger descends appears to indicate that the plunger is not a true fit. Perhaps the well was worn elliptical in contour, and in fitting the plunger it does not conform correctly to this shape. An oversize plunger ground in with fine emery and oil is one way of correcting the trouble; however, this is a very laborious operation. We suggest that you try extreme spring stress and open both holes on side of well. To get full spring action you should depress the spring hook at lower end of pump lever spring and then move the spring out to front notch of lever. You will not find this operation easy. Remove spring from front end of lever, and then lower the hook; next remove pin from plunger and get cams where the pump lever is at the lowest position. Stand on top of column, and with an iron poker or other piece of metal with hook on end, raise spring opposite the end of the lever and draw it on. This requires help. Machine should have a back mold wiper under back knife.

DIRECT BY MAIL ADVERTISING

In order to use the time that he had between jobs when there was nothing to do a printer in the East got up some direct by mail advertising literature. With the help of some books on direct by mail advertising which he had borrowed, he worked up a circular letter in which some business firms in his town as well as in the surrounding towns were very much interested. He sold it to one house and then began working up others to take care of the orders he had secured for similar letters.

Booklets and folders followed, until finally this printer had quite a side line developed, the writing of direct by mail advertising literature, which he could do between jobs when he would otherwise have been idle. And what was better still, this side line increased the demand for printing, since the customers gave him the rest of the job to do.—R. R. Voorhees.





The advantages of printing in two colors have been emphasized, but they are not sufficiently recognized. This illustration demonstrates the value of the second color in giving added effectiveness to a reproduction from a black and white photograph. Duotone plates by Blomgren Bros. & Co., Engravers, Chicago, from photograph by Edward M. Keating.

p
is
R
a
R
k
B
se
se

as
m
w
w
br
un
ta
th
fr
lea

fr
tw
In
ma
ing
occ
tak
wh
dis

—
obj
dis
mig
In
and
init
firs
and
any
it w
city
adv

the
of
in I
orna
Ital
on
"Ca
givi
the
impr
de I
that

ERHARD RATDOLT, OF VENICE AND AUGSBURG, AND HIS IMPROVEMENTS IN TYPOGRAPHY

BY HENRY LEWIS BULLEN



ERHARD RATDOLT was the first typographer who was able to effectively displace the illuminators, whose work had usually supplemented that of the printers by adding initial letters and borders after books were printed. The borders and initials used by Ratdolt retain their popularity in our time, and are frequently reproduced in current printing. In that class of decorative work in which the design is cut in white on a solid background, the decorative pieces in Ratdolt's books have never been excelled. They constitute a standard of excellence difficult to reach. Though much of Ratdolt's work is superb and all of it is good, very little is known of his history and nothing at all about his personality. Beyond placing his name in the colophons of his books he never sought to express himself. He was an art craftsman with seemingly no literary inclinations.

Ratdolt was born in Augsburg, Bavaria. His name appears as a taxpayer, succeeding his father in 1462, from which we may infer that he was born about ten years before typography was invented. His father was a carpenter and wood carver, who paid taxes in Augsburg from 1439 to 1462. Erhard and his brother continued to reside together in their father's house until 1474, in which year Erhard's name disappears from the tax list. How Erhard Ratdolt employed himself before 1476, the year he issued his first book, is not known. Did he gain from his father a knowledge of carving that might very easily lead him into the ways of design and engraving?

Printing has been carried on in Augsburg since 1468 and from that time until the end of the fifteenth century twenty-two master printers had produced nearly nine hundred books. In Ratdolt's time the printers of Augsburg excelled all Germany in illustrated books. Prior to the introduction of printing in Augsburg there was a guild of wood engravers whose occupation was making playing cards and pictures of saints, taking impressions on paper from the blocks by rubbing; and when, in 1472, the first printer in Augsburg, Gunther Zainer, distinguished himself by printing a wood cut in a type page—the first time it was ever done—the playing card makers objected to this encroachment upon their assumed rights. The dispute was compromised by an agreement that the printers might use wood cuts, but the wood cutters must make them. In addition to using many illustrations in their books, Zainer and other Augsburg printers occasionally used ornamental initial letters. Zainer also has the distinction of being the first German printer to use (in 1472) Roman types. Where and with whom Ratdolt learned to print more perfectly than any printer before him, or in his own time, is not known, but it would be strange if he had not learned to print in his native city, in which the new art of typography was then so far advanced.

From 1474 until 1476 there is no record of Ratdolt. In the latter year there was issued in Venice the "Calendarium" of Johann Müller, in two editions, one in Italian, the other in Latin, in which is found the earliest known instance of an ornamental printed title page and the first extensive use in Italy of wood cut initials. This is also the first title page on which a printer's imprint appears. The title page of the "Calendarium" is a poem explaining the contents of the book, giving the name of its author, and stating that the names of the "impressori" may be seen below, printed in red ink. The imprint reads: "Bernardus pictor de Augusta, Petrus loslein de Langencen, Erhardus ratdolt de Augusta." Thus we learn that a new printing house had been opened in Venice by three

Germans, in rivalry with the already famous houses of Jenson (1470) and Renner (1471). The partnership of the two men from Augsburg (Latin, Augusta) and one man from Langenzenn, lasted until 1478, when Peter Loslein withdrew and began to print on his own account. A few months afterward Bernard Pictor also left Ratdolt and opened his own little printing house.

It was during the tripartite partnership that the finest of the so called Ratdolt books appeared. The typesetting, the decorative work and the clearness of the impression in these books were never so well correlated, nor the general effect so



Printed by Ratdolt. Appianus, *Historia Romana*, printed in Venice in 1477 by Erhard Ratdolt, his third book, and the third book in which all the decorative work was done by engravers, instead of by illuminators, who had therefore monopolized the work of decorating book pages. See text. Reduced from 6 7/8 by 9 3/4 inches.

good, in books printed by Ratdolt alone. A just surmise is that each partner excelled the others in some details of the work. They were men in their early prime. Ratdolt was about thirty-four years of age. He undoubtedly was the best typographer of the three, and, in addition to actually doing or supervising the typesetting, part of his work was, probably, to cut the punches and make the types. The type compositions in Ratdolt's books did not deteriorate after the withdrawal of his partners, and he increased his fonts of types, so that in 1486 we know that no other printer of that time had so great a variety of types.

How much of the credit now generally awarded to Ratdolt belongs to his partners? Bernardus Pictor was a German. Pictor is the Latinized form of the German word Maler. Both words, pictor and maler, stand for painter in English. When Maler separated from Ratdolt he carried with him the beautiful borders which had adorned the Ratdoltian editions of the first three years in Venice. Early historians found much significance in the surname of Bernard, believing that he had

It proves that in 1486 Ratdolt had a more varied collection of fonts than any other printer and was using smaller types. Although the finer books of Ratdolt are printed in Roman types, in the majority of his issues he used the Gothic.

In 1486, the year of his return, Ratdolt's name again appears in the tax books of Augsburg. From these it has been learned that "Meister Erhard Ratdolt, buchdrucker," resided in St. Catherine street from 1486 to 1506, and from 1507 to 1527 in the Frawengraben. In 1528 the tax is paid by his



ue maria
grā plena
dominus
tecū bene
dicta tu in mulierib⁹
et benedictus fruct⁹
uentris tui: ihesus
christus amen.

Gloria laudis resonet in ore
omniū Patri genitorū proli
spiritui sancto pariter Reful
ter laude perenni Labori
bus dei vendunt nobis om
nia bona. laus honor: virtus
potētia: et gratia. actio tibi
chiste. Amen.

Hiis deū sic et vincas per scula cun
cta. Proderet et tribuit deus omnia
nobis. Proderet obsequio nulli in
orbis labor. Illa placet tibi in qua
res parva beatū. De facit et cunctis
inimicantur opes.

Sic sunt a volens fieri debet et confit.
Si vult de eadem fide de cōfite debet.
Quoquid amor: illis nō est cōfiteri tui
Regat et in domo suo habet ille suo
Hic dā dā cū dā dā cū dā cū dā dā
Hic dā dā cū dā dā cū dā cū dā dā

Idem et ara docuit quod fapit omnia homo
Are amone frangi et fiamus dūm vider
Are cabunt mēta et fiamus dūm vider
Are cabunt mēta et fiamus dūm vider
Are cabunt mēta et fiamus dūm vider
Are cabunt mēta et fiamus dūm vider
Are cabunt mēta et fiamus dūm vider
Are cabunt mēta et fiamus dūm vider
Are cabunt mēta et fiamus dūm vider

Hic dā dā cū dā dā cū dā cū dā dā
Hic dā dā cū dā dā cū dā cū dā dā
Hic dā dā cū dā dā cū dā cū dā dā
Hic dā dā cū dā dā cū dā cū dā dā
Hic dā dā cū dā dā cū dā cū dā dā
Hic dā dā cū dā dā cū dā cū dā dā
Hic dā dā cū dā dā cū dā cū dā dā
Hic dā dā cū dā dā cū dā cū dā dā

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

Quidam alios quosdam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios
Lū tunc quodam quosdam alios

second time; neither were the beautiful decorative pieces of the title page. In 1477 two works by Appianus were produced, in which the borders and initials reproduced with this article were used. Although much reduced, these examples will speak in stronger terms for Ratdolt than anything that can be written. In books printed in Venice, Ratdolt used seven styles of borders, some of which he printed in red as well as in black. There also he used ten kinds of initial letters and ten fonts of types, not all of them shown in his specimen sheet of 1486, which has fourteen fonts. His Gothic types are wider and more free in design than those of Jenson, but not so readable, while the gradation of the sizes is not excelled in any modern series of Gothics. His Romans are not comparable in beauty with the Jenson Roman, but Ratdolt had more sizes. Our reproduction of Ratdolt's types is from another reproduction, and fails to do justice to the original impression.

Ratdolt was the first to print several colored inks simultaneously, applying several colors to a design and printing all at one impression. His printer mark, used in his later Augsburg books, large and crude in design, was printed in two colors. Several of his books are printed in black and red, and in some of his astronomical issues three colors are employed.

The books printed by Ratdolt were of a character suitable to medieval scholarship, but all of them, except those printed for the use of ecclesiastics, were soon to be made obsolete from a literary and scientific viewpoint by the books of the new birth of learning which the printers began to issue during the closing years of Ratdolt's life. Ratdolt issued more books on astronomy than any other printer of his time. His first book in Venice was by the astronomer, Johann Müller, and he issued other books by the same astronomer, but these, with other works on astronomy, medieval in thought, were swept out of use by a book issued by Copernicus in 1543, which re-created the science of astronomy. So it was with most of the books he issued, and, therefore, their present value is solely as works of the typographic art, illustrating a great forward step in that art.

Ratdolt is recognized as one of the greater masters of typography. A leader and example among his contemporaries, many of whom followed his progressive and effective innovations, his influence toward good typography is, perhaps, greater now than during his own lifetime.

CONCENTRATION

In one of the laboratories of Washington they have a great sun glass that measures three feet across. It is like the burning glass we used to treasure when we were boys, only much larger. This great glass gathers the rays of the sun that strike its flat surface and focuses them on a single point in a space a few feet below. That single spot is hotter than a blow torch. It will melt through steel plate as easily as a red hot needle burns through paper.

This terrible heat — it can not be measured, for it melts all instruments — is just three feet of ordinary sunshine, concentrated on a single point. Scattered, these rays are hardly felt — perhaps just pleasantly warm; concentrated, they melt adamant.

The same principle applies to human endeavor. Scattered, a man's energies do not amount to much; once they are all focused on the task in hand, seemingly tremendous difficulties, like snow on a hot stove, are overcome.

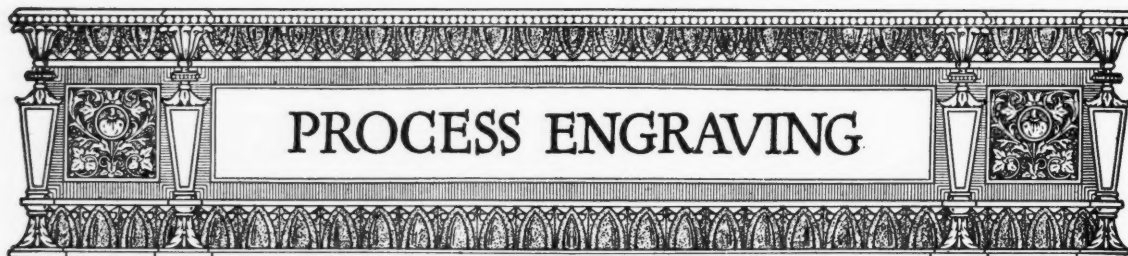
Get the habit of concentrating when you start to do a thing — throw on all the steam you have and focus everything on the task in hand. Remember that three feet of ordinary sunshine concentrated will burn through anything. — *Making Paper.*

WHEN a nation gives birth to a man who is able to produce a great thought, another is born who is able to understand and admire it. — *Joubert.*

Printed by Ratdolt. The earliest known type specimen sheet, printed in Augsburg in 1486; only one copy in existence and that found pasted in as part of the cover of an old book. See text. Type matter reduced from 8 3/4 by 13 1/4 inches; largest size of type cast on thirty point body, smallest on nine point body.

widow, and his son, George, who had been his father's partner for a long time. The latest book bearing Ratdolt's imprint was issued in 1518. The amount of taxes paid indicates that Ratdolt was a wealthy man. Dying in 1527, he was at the time at least eighty-five years of age. The tax collector and the colophons of his books were his sole contemporary historians! His fame rests upon the surviving copies of his books, now among the scarcer monuments of the printing art. When some diligent researcher gives us as complete a history of Ratdolt's activities in Augsburg as Redgrave has given of his work in Venice, then probably the fame of Ratdolt will be magnified.

The decorative pieces and the initials in the "Calendarium" (1476) are engraved in line, a style that, a few years later, predominated in Italy and was brought to perfection in France a quarter of a century later. The initials evidently did not please the printers, for they were not used a



BY S. H. HORGAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail.

To Prevent Halftone Screen Sweating

For years the writer has been looking out for something to rub on halftone screens to prevent screen sweating in cold weather. In cold countries they have a preparation of that kind for spectacles to prevent inconvenience when the wearer goes from a cold out of doors to a warm indoors. By accident he found a liquid sold for the prevention of moisture collecting on windshields, which will save the photoengraver much trouble in winter. It is called "Crystal-on," sold by a chemical company of that name, at 1 West 34th street, New York city. An eight ounce bottle of it costs 85 cents, postage paid.

Color Photography

Dr. C. E. Kenneth Mees has given, in his usually lucid manner, a résumé of the most important steps that have been taken to reproduce the colored images of the camera in all their natural colors. This will be found in *The Photo Miniature*, No. 183, published by Tennant & Ward, 103 Park avenue, New York, price 40 cents. This should be read by every student of color photography. It deals only with results in colors shown by transmitted light as in a triple lantern or by moving picture. Therefore it describes the theory of producing color separation negatives. It does not treat on the making of printing blocks for printing in ink from color separation negatives.

Offset Rotogravure

J. W. Smith, Chicago, writes: "I don't see why rotogravure and offset can not be combined in this way: Etch the cylinders intaglio as at present, pull transfers in litho transfer ink, transfer these to grain offset plates and print your newspaper supplements on the offset press. The advantage of this would be that for an eight page supplement seven pages could be the same in all newspapers, only the front page being changed. Then an offset plant could handle the supplements for numbers of papers, or the transfers of the stock pages could be sent by mail to newspaper plants in several cities where the paper would have its own offset press to print from these, saving time and the expense of transporting the printed supplements."

Answer.—This idea of yours has possibilities in it, though it lacks, however, two essentials to make it practicable, which the writer can supply by mail to those interested.

"The Photoengravers' Bulletin"

Fortunate indeed is the photoengraving business in possessing such an official journal as the *Bulletin*. The cover of the November issue, for example, was a splendid exhibit of the photoengraver's art. Then the matter, besides being newsy, is entertaining and instructive. Editor Flader is constantly striving to bring his readers to a realization of the highly scientific and artistic nature of the business and the high place it holds in the progress of civilization itself. Here is an editorial paragraph to his readers: "It is only when we realize the wonders and marvels of our profession and art that we begin

to do it and ourselves justice, and it is only then that we take it out of the class of factory products, such as shoes, bricks, hardware and sausage."

Wax Engraving

S. W. Sullivan, Cincinnati, asks for a formula which could be used in wax engraving.

Answer.—The *British Journal of Photography* has printed such a formula, taken from this department of many years ago. It is as follows: Flat polished copper plates are darkened with a solution of potassium sulphid, which also gives a tooth to the surface of the metal. After darkening, the plate is placed on a leveling stand, warmed, and then flowed over with a hot mixture of beeswax 4 ounces, white pitch $\frac{1}{4}$ ounce, and zinc oxid 1 ounce, which can be spread on the plate with a comb. The thickness of the coating depends upon the work for which it is required. For open work, it is somewhat thick—about $\frac{1}{32}$ inch; for fine map and imitation steel engraving containing machine ruling and type matter, about $\frac{1}{600}$ inch. The wax coating when hard can be sketched upon with a soft pencil, and a tracing can be made by dusting the back of the drawing or photographic print with red or blue offset powder and then tracing over the print with a stylus, when an offset will be left on the wax surface. Special tools are used to engrave on the surface without scratching the copper surface underneath. Type can be set in columns and the type pressed into the wax surface. Corrections are made with a warm burnisher. After engraving, the wax is black leaded and the electrotype made, from which the printing is done.

Making Asphalt More Sensitive

W. W. Wall, Colombo, Ceylon, writes: "Asphalt as a sensitizer is not dead. I take two ounces of powdered asphalt and melt it in an aluminum saucepan. When it is in a liquid state I add one ounce of flowers of sulphur and let the whole simmer for a short time, then pour the molten mass into cold water to solidify it, when it can be ground to powder, or, put the lumps into turpentine and make a thick solution for stock to be thinned down with kerosene for use. For development, turpentine is too vigorous, so I add kerosene, or, even use kerosene alone. Asphalt takes ink badly unless a few drops of etching ink that has been dissolved in kerosene is added. Benzole is an ideal solvent for the sensitive asphalt."

Sound Talk by Photoengraver

Charles A. Stinson, of Philadelphia, in his talks always brings to his business the respect it deserves. Here are a few sentences from his address before the Direct Mail Advertising Association:

"You realize that the catalogue, the booklet, the folder, the circular without pictures are like a candle without light. Mankind is still so near the childhood of the race that a picture of the thing has many times the appeal of the words that describe the thing. Those of you who are makers of mail

order catalogues for general retail business know how much of the success of the catalogue depends on its illustrations. Where you can't show the goods you must show a picture of the goods." He concludes in this way: "Learn to depend on photoengraving, not as a mere technical means of reproducing your goods, but as a supplement to, and development of, your ideas. Treat your photoengraver as a man who can properly interpret your thought. Give him credit for the technical knowledge he undoubtedly possesses. Honor his integrity as a business man. Have confidence in his pride as an artist and a craftsman. Regard the photoengraving business, not as a separate and antagonistic organization, but as an important branch of your own business, so important that it is vitally necessary to your success."

Misinformation for Photoengravers

Another "Einstein" has turned up in the esteemed *Photoengravers' Bulletin* of November last. He writes: "It is a fact that light does not travel in a straight line but is subject to diffraction, or leakage, as it is called. If light traveled in perfectly straight lines, a beam of light that was exactly one-sixteenth of an inch in diameter would be that same size irrespective of the distance it had to travel. However, we know this is not the case." Photographers know, by daily practice, that if light did not travel in perfectly straight lines there would be no such thing as a sharp image on the ground glass and we would not have photoengraving. Photoengravers are also told that: "For halftone making two types of lenses are available, one in which the image is dead sharp, and one in which the image is not dead sharp." The better advice to a photoengraver would be that if he has a lens which will not give a sharp image to get rid of it at once. It is careless writing, such as is quoted above, that is partly responsible for the letting down in the quality of reproductions that photoengravers took such pride in some years ago.

Duographs in New Zealand

The Christmas number of the *Auckland Weekly News* arrived from New Zealand early in December. It is a delight for several reasons, among which is the excellent photoengraving and printing from artistic photographs of the beautiful scenery, still unspoiled by man. A charm about the illustrations is the way in which they show the wild natural scenery intermingled with the latest patterns of automobiles, hydroplanes and motor boats, and also the manner in which the half civilized native Maoris and the fashionably dressed New Zealanders of today mix. What is of most interest is the clever way in which duographs are handled in this number. Duographs, it will be recalled, are two halftones made from the same copy, at the same focus, but at different screen angles, so that they will not form a pattern when printed over each other in a black and a light tint. The tints in this *Auckland News* are either blue gray, light green or buff, as best suits the subjects, thus changing ordinary halftone printing into art productions. Why duographs are not used more frequently in this country is a reflection on the judgment of our photoengravers and publishers. The principal item of expense in a Christmas publication, with a large edition, is the coated paper. With modern two color presses a second printing adds little to the cost of production, compared with the greatly increased value of the illustrations. American periodical publishers may learn something from the antipodal New Zealander.

A FUTURIST WORKER

"You look tired!"

"Well, it's hard work carrying a hod of bricks up to the third story."

"Have you been doing it long?"

"No—I start tomorrow!"—*Simplissimus (Munich).*

THE EVOLUTION AND VALUE OF THE APPRAISAL

BY ALBERT B. GIMLIN*



IT is within the memory of the writer when appraisals were looked upon as a mere estimate or guess as to what your plant might sell for in the open market or at a forced sale, and in most cases a mere guess was the strongest term you could apply. If a plant were offered for sale and a prospective purchaser located, the prospect would ask some one he considered more experienced than he to "look over" the property and give him an idea of its worth. This idea to some extent still exists, and no doubt has a reason for existing by the signs we see in large cities of "auctioneers and appraisers," but such appraising is done only for the "hammer" market. There is still a little of what we call "quick appraising" done where there is not time to have a scientific appraisal made, in which case an expert will make a hasty list of the major items of the property and quickly arrive at a close estimate of the value.

After the estimate or guess appraisal the need came for more accurate and scientific work to meet the demands for placing insurance, so that the owner of the property would have a basis for placing his insurance in an intelligent manner and have at hand the means to prove his loss. For a great many years the demand for appraisals was for placing insurance, as a basis for negotiating sales or mergers, to obtain credit or loans, and to back up stock or bond issues, such appraisals all being made at market or replacement values.

Later accountants realized the need for appraisals for cost accounting, to establish correct book values and to adjust the depreciation reserve; and later the federal excess profits tax law made it necessary in a great many cases for owners of plants to obtain the services of a recognized authority in appraisal work to aid the accountant in establishing the capital investment and rates of depreciation, and these appraisals must all be made from actual acquisition values.

As business has become more scientific so has the appraisal, and the specialized appraisal company is now prepared to furnish an appraisal to meet any need. The chief difficulty in the past has been that an appraisal made from one basis of values has been put to many uses for which it was not intended.

The proper use of the appraisal and its relation to accounting has been covered exceptionally well in an article entitled "Appraisals and Their Relation to Accounts," which was written by Lester G. Hawkins for the *Journal of Accountancy*, and which we append in order to firmly fix this important subject in the minds of the readers of this journal:

"Appraisal and valuation matters have not in the past been regarded by the accounting profession as being related to or of more than passing importance in accounting theory and practice. In fact, many text books on accounting procedure are known to express certain pertinent opinions and instructions, to the effect that appraised property values have no connection with book values, and should not be considered as having any particular importance to the auditor, except so far as such values may be of assistance in credit and other purely financial matters.

"This doctrine has been entirely ethical so far as concerns the meaning of appraisal, as it has been generally accepted in the past, yet it is the purpose of the writer to show that this general definition given to an appraisal has been somewhat misleading, and has thus caused these matters to be perhaps too summarily dismissed by the accountant as having no particular relation to his work.

* The writer of this article, Albert B. Gimlin, is the president of the Printers' Appraisal Agency, Incorporated, Chicago, and has been retained by the Franklin-Typothete of Chicago in connection with the appraisal service rendered by that organization to its members.

"Appraisals are not, as many suppose, all alike as to their form or scope, manner in which conducted and usage for which they are designed. On the contrary, appraisals, as they have become necessary in the last few years, cover a very large number of usages.

"The 'reproduction' appraisal, which is conducted on the basis of 'cost to reproduce' theory, is that commonly referred to by the average person in discussing appraisal values. The fact that the uninitiated in valuation and appraisal matters have accepted this type of appraisal as being the entire field of the profession has brought about the generally distorted view referred to above.

"The reproduction appraisal has its own particular uses and also its limitations. Among its uses are the following: First—to place insurable values correctly; second—to obtain loans; third—to inspire confidence in stock and bond issues; fourth—as a basis for negotiating purchase or sale.

"The reproduction appraisal has no place in accounting so far as book values are concerned. The taking up on the books of values shown by such an appraisal is, of course, a violation of one of the most fundamental accounting principles.

"The test as to what are the uses and limitations of an appraisal is found in the method prescribed for conducting it. An appraisal may be made of reproduction costs and used for any of the purposes enumerated. It may be made of actual costs, or it may be made of market prices at any given date, and in each case may be designed for an entirely different purpose. The essence of the appraisal, it will be seen, is in the determination of value upon some given basis of cost.

"An appraisal of property upon the basis of actual cost should furnish the correct book value of the property, by reason of the fact that it establishes the point as to whether the depreciation reserve is inadequate or excessive.

"A reservation for bad debts is made in a manner similar to a reservation for depreciation. The question as to whether such reserve for bad debts is inadequate or excessive is, however, easily determined at the end of the period, because the information necessary to determine the matter is easily accessible. Is it not equally desirable that the question as to whether the depreciation reserve is inadequate or excessive be accurately determined at reasonable intervals? Unlike the allowance for bad debts, the allowance for depreciation can not be checked at the end of the accounting period, since its justification can not be fully established under ordinary conditions until the building or machine, after a long period of years, becomes worn out or obsolete. The appraisal, conducted by the scientific appraisal engineer who deals in utilities and values, can furnish the check desired at any time during this long period.

"A most important development in the appraisal field has been brought about by our present federal excess profits tax laws. Corporations' federal taxes are computed on the basis of the ratio between earnings and capital investment. The regulations of the Bureau of Internal Revenue in regard to federal taxes have been based upon the assumption that in many cases book values are misleading and do not form a correct basis for the levying of taxes. To alleviate this situation the regulations have prescribed a remedy, which in many cases can only be applied through appraisal methods.

"Representatives of the department, in their interpretation and rulings under the regulations, have also taken the position that appraisals, in the sense in which they are generally regarded, are not acceptable in any adjustments of plant accounts; yet they have specified in effect that the appraisal process is necessary in any adjustment of the fixed assets. A communication from the department is quoted in part:

Where there has heretofore been charged off excessive depreciation on property still owned or in use, or has been charged to expense amounts paid out for the acquisition of plant, equipment or other tangible property still owned and in active use, and where in either case the cost of the property has not been specifically recovered in

the price of goods or service (special tools, machines, etc.), then the amounts which have been charged off either as depreciation or as current expense, upon satisfactory proof, may be restored to the surplus account. In order to make such restoration to invested capital it is necessary to prove the amounts excessively charged. In the opinion of this office, if such charges are not readily ascertainable from the books, proof may be made by ascertaining the original cost of all fixed assets and then deducting a proper charge for depreciation.

"The ascertaining of original cost of all fixed assets and then deducting a proper charge for depreciation is in any circumstances an appraisal process. Ordinary rule of thumb methods and percentage deductions based on estimated yearly rates of depreciation will not solve this problem.

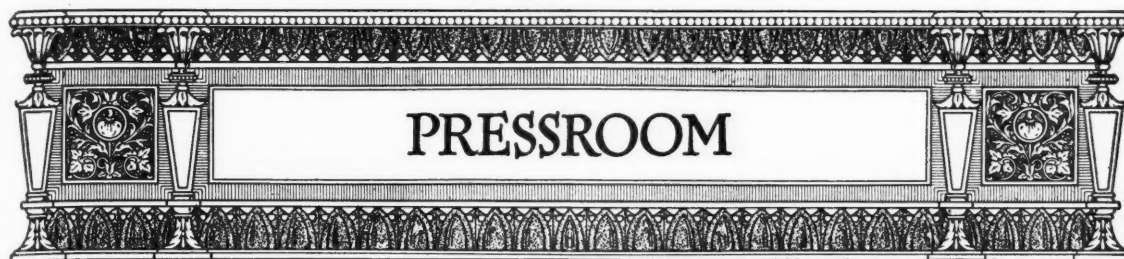
"To illustrate the impossibility of using such methods an example is given which is based upon actual facts: A plant, which several years ago adopted an accounting policy of preparing during the prosperous periods for possible future lean years, purchased machinery and plant equipment during those years and charged it to expense. Attempting, under the regulations, to reinstate these items in the machinery account less proper deductions for depreciation, the company found itself confronted with a difficult problem. It became evident at the start that no very accurate adjustment could be made from the books alone, since, although it was possible to trace to the expense accounts during prior years charges which should have been capitalized, the evidence that the equipment thus charged was still owned and in active use could not be obtained except by a complete inventory of the physical property.

"Upon making such an inventory of the property and attempting to reinstate the items in the plant account, less proper deductions for depreciation, certain machinery subject to this reinstatement, on which an almost universal estimate as to the annual depreciation rate was five per cent, was found to have been in continuous operation in the plant for thirty years, and in such condition as to warrant a probable future term of usefulness of from three to ten years. Other machines of the same type, which were less than twenty years old, however, were found to be practically ready for the junk pile. This was due in some cases to the fact that the older machines either had been kept in better repair or had been subject to less wear and tear due to peculiar local conditions. Any attempt to determine the proper deduction from the cost of these machines for accrued depreciation by the use of cumulative yearly rates was so obviously incorrect and inadequate that it was abandoned. The determination of the proper deductions could only be made by ascertaining the actual depreciated value of the machines through inspection and consideration of the necessary factors, i. e., true cost, age, conditions and probable period of usefulness—in other words, through a distinct appraisal process.

"It is believed that the appraisal procedure outlined must of necessity receive consideration by the accounting profession. It accomplishes that which can be accomplished in no other way. Depreciation rates are at best only opinions and estimates, and even when advanced by the highest authorities they do not measure up the actual performances. Neither can past performances be regarded as accurate bases for estimates for the future, because industrial equipment is not only subject to changing conditions, but is of itself variable as to its susceptibility to wear and tear.

"Appraisal is the adjustment between the estimate and the actual performance, and unless it is used periodically for such adjustment the book values will be distorted and reports showing results from operations can not be called accurate."

FEW men are more to be shunned than those who have time but know not how to improve it, and so spend it wasting the time of their neighbors, talking forever though they have nothing to say.—Tryon Edwards.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Brass or Zinc Sheet for Perforating

A Washington pressman asks if a sheet of brass or zinc may be used while perforating or cutting rules are used in a press.

Answer.—The impinging of cutting and perforating rules on sheet brass or zinc gives better results than where they cut through to pressboard. The rules will stand up longer in this way.

Printing on Tags

A Texas printer wants to know if it is practicable to print two sides of tags at one impression, and if it can be done without smearing.

Answer.—This can be done if a suitable selection of type faces is made; also you must have proper makeready and use a proper ink. Any pressman of ordinary ability should be able to cope with this problem.

Book on Tin Plate Printing

A New Jersey printer asks about tin plate printing inks and other matters.

Answer.—We recommend the purchase of a book on this subject, and the best one is by Warren C. Browne, entitled "Offset Lithography—Photolithography—Tin Plate Decorating." It can be ordered through the book department of The Inland Printer Company.

Blanket for Drum Cylinder Press

A West Virginia publisher asks for advice about packing for a drum cylinder on which to print his paper. He also asks about "one set" rollers.

Answer.—The writer would prefer a felt blanket, covered with a fine piece of muslin, which in turn should be covered with about six pieces of print paper, all of which should finally be covered with a top sheet of strong manila or kraft paper well oiled. Such a tympan should not be more than one or two thicknesses above the height of cylinder bearers. The Goodrich "one set" roller we understand is being made for newspaper presses at the present time.

A Beautiful Catalogue

One of the most artistic specimens of printing we have seen comes from Barton, Durstine & Osborn, New York. It is a catalogue of Sohmer pianos and is a thing of beauty. The cover is heavy brown laid antique stock with an excellently stamped design in old ivory foil. The twenty pages of cream antique stock are printed in brown and black, each page surrounded by a twelve point border in the two colors. Almost every page has a halftone plate, and we are informed that these original plates were used on a run of over ten thousand copies. The halftones are excellently brought out, notwithstanding the fact that the surface of the stock is not smooth. This proves that by combining good plates and good ink on good paper, skilled pressmen are able to print satisfactorily on antique stock. The plates are by Gatchel & Manning, Philadelphia, Pennsylvania. The printing is from the press

of Robert L. Stillson, New York. We are not informed who made the paper, but it is worthy of the association in a masterly production. W. Arthur Cole is manager of the art and mechanical production of Barton, Durstine & Osborn, under whose auspices the catalogue was produced.

Printing on Muslin or Similar Fabric

A specialty printer submitted a sample of thin fabric for which he has a regular order. Owing to its size and the need of accurate cutting he finds difficulty in printing it on a cylinder press. He asks for advice regarding this work.

Answer.—The feeding and delivery of cloth on a cylinder press is always attended with difficulty. We believe that if the job is a regular one it would be worth your while looking into the problem of printing from a roll on a platen similar to the old Kidder press. A press of this type can be equipped with cutting devices that would sever the fabric automatically to any desired dimension. This method of printing is less expensive than on a cylinder, besides being much quicker.

Slurring on Rule Form

An Ohio pressman submits a blank form with marginal rule showing a slur, and asks several questions.

Answer.—We do not believe the ink is at fault. A bond ink is suitable, but it should be thinned down. We are of the opinion that perhaps the tympan was baggy where the slurring showed so prominently. If the slurring is on the guide edge you could have prevented it by having three cardboard tongues attached under bales and have the upper end of each carry a piece of cork about one-half inch thick glued on. This piece of cork would press the sheet tightly to the tympan and hold it so that no slur could occur. The plan may be used where slurring occurs in open spaces. Cork pieces are sometimes attached to twine stretched between the grippers. The pieces of cork must always be thicker than the space from furniture to type face, as it must be compressed by contact with the furniture.

Does Lye Damage Halftone Plates?

A printing instructor in the East writes: "Will the finish on a halftone cut wear off in a run of 4,500, and what is the reason? No lye was used in washing this cut, although lye was used to wash type. Will lye damage zinc or copper cuts? Will you please inform me the various causes of spotting on a cut?"

Answer.—The wear of the enamel does no harm to the working qualities of the plate. When the enamel on edge of plate begins to show wear it is sometimes taken as a warning that abrasion is taking place and should be looked into. This is especially true on a cylinder press where the edge protrudes into the white or margin. Lye will not do any harm to either copper or zinc plates if it is rinsed off quickly. If it is allowed to dry and you observe a whitish powder form where the water has evaporated, it indicates that the potash has crystallized. In such a case it will harm plates made of zinc or aluminum.

Copper is more resistant to chemical action of this kind. Gasoline is a safer solvent for cleaning purposes for halftone plates. The spotting of a halftone or other plate is usually due to adherence of some foreign matter which comes off the plate with the ink or from the paper stock. Clean stock and clean ink should minimize such troubles. Spots also come from the peeling of the stock due to unsuitable inks.

Engraving Appears to Be Inked Irregularly

A Boston pressman submits an engraving showing faulty inking. We are unable to offer any suggestions toward correcting the trouble.

Answer.—From your statement we believe you did everything possible, except perhaps to turn the forms so the rollers run the other way over the engravings. We believe that the roller is partly denuded of ink by passing down over the plate, and when returning, a part of the roller that still retained some ink touched near the top of the plate, which gave off a quantity of ink in addition to what the plate had. You should use three rollers and try turning the form so that the plate is inked the other way, that is, if the paper can be cut to fit the form that way. The condition of rollers we believe has nothing to do with the marking.

Halftones Do Not Print Satisfactorily

A Michigan printer submits two impressions of a halftone plate on different grades of stock, and asks why one appears to better advantage than the other. He wishes to know how to make the print on the cheaper stock look better.

Answer.—You will be able to improve the appearance of the prints on the thin stock by using a more careful make-ready and better ink. The enamel stock naturally will print superior to the S. & S. C. book, owing to surface conditions. However, even with the same makeready and printing with similar ink we do not believe that you could secure quite as good a job on the thin paper. For halftone work of this kind you should use mechanical overlays only. The spot up sheet and hand cut overlay can not equal the results obtained by the mechanical overlay method.

Four Plates Look Alike

An advertising manager of a large private printing plant submits an impression of four printing plates. The form was made ready and printed on one sheet from one original halftone and three electros made by different foundries. Our opinion was asked regarding results.

Answer.—We are unable to tell which of the impressions was made from the original halftone, but we judge it is the one marked No. 4. If the electros are used in a form together you will be able to tell how they stand up under a printing test. The method you are now using gives you a good comparative test. For good printing plates, first secure a deep etched halftone and then have a nickeltypes or a steel faced electro for long runs. For short runs a copper plate furnishes ample resistance to abrasion from ink and paper in printing.

What Is Printing Ink?

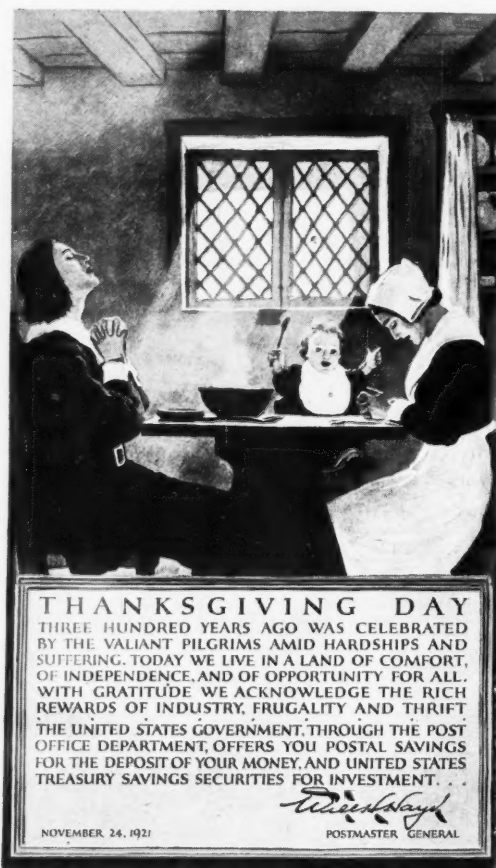
A query, evidently from a non-printer, comes to us and it is this question: "What is printing ink made of?"

Answer.—Printing ink consists principally of a base and a vehicle. In the case of newspaper black the base is carbon or gas black, and the vehicle is a cheap grade of drying oil, possibly made principally of resin. In higher grades of black and in colored inks the bases are ground in varnishes, driers are added for obvious reasons. Numerous books on this subject are available. For methods of manufacture and description of formulas and manner of preparing bases consult any book found in your public library. If unable to secure a suit-

able book send to THE INLAND PRINTER for a free catalogue of books, in which several books on the manufacture of printing inks are listed.

Static Electricity Causes Trouble

A Kansas printer is the first one this season to ask regarding trouble from static in paper. Usually we can count on at least one inquiry a week for the fall and winter months, as this trouble is prevalent at this time of the year. For the benefit of those having the trouble or anticipating it, we suggest that where it is possible a static neutralizer should be used. Where it is not available, as in small shops, the trouble may be minimized by opening up bundles of stock as soon as received and piling the paper in as warm a spot as possible. The stock for each day's use may be piled or laid out on a steam radiator, if available, several hours before going to press. Keep all paper in tympan well oiled with a mixture of paraffin and machine oil in equal parts. Rub each sheet of tympan with this mixture, as well as the top sheet. Keeping the pressroom warm will help obviate the electrical disturbance. Where steam heat is used have humidifier pans attached to each radiator and the atmosphere will not be quite so dry.



This halftone reproduction shows, in miniature, the beautiful Thanksgiving poster sent out by the Postmaster General, Will H. Hays. From every standpoint this poster is a remarkable specimen of work. Much of the beauty and attractiveness of the original is necessarily lost in the reproduction, owing to the difficulty of photographing the colors, also because of the great reduction, the original being 21 by 35 inches. Credit for the poster is due to Charles Daniel Frey Company, Chicago, as proprietors of the copyright, and to the Canterbury Company, Incorporated, as the publishers.

JOB COMPOSITION

BY J. L. FRAZIER

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

MASTER TYPOGRAPHERS OF TODAY. VIII.—LENNIS K. BRANNON

WHEN the editor of this department was scarcely out of his teens—if, indeed, he was out of them—one of the greatest pleasures of his life was in poring over the specimen pages of *THE INLAND PRINTER*, the now deceased *Progressive Printer*, of St. Louis, *The American Printer* and, in fact, everything issued upon the subject of printing that he could lay his hands on. In those days, fifteen to twenty years ago, the “run” of high grade commercial typography was, as a rule, considerably more ornate than it is today, yet simple indeed when compared with the marvels of rule and dingbat construction which thirty to forty years ago won laurels for our old friend, A. R. Alexon, for about forty-one years on the composing room staff of *THE INLAND PRINTER*.

When, about sixteen years ago, the writer first became real deeply interested in the trade papers, he admired the work of Lennis K. Brannon perhaps more than that of any other typographer whose work was then being featured. Then, as now, Mr. Brannon was situated in the little town of Talladega, Alabama; then, as now, he was the genius presiding over the destinies of the Brannon Printing Company, doing business in that little southern town.

That Brannon was a genius in the arrangement of type at the time—and he has kept up with the procession ever since—is vouched for by the fact that when typefounders wanted to introduce a new type face, a new series of ornaments or new borders they would forthwith supply Brannon with a series of the type or ornamental material they wished to exploit. Very soon they would be in pos-

session of a supply of specimens showing the material to the best advantage. It was a good arrangement for Brannon; he got his type free of charge. It was good business for the typefounders; they sold a lot of material.

Sixteen years ago Brannon's typography was attracting not only national but international attention—and on its merit.

His work was singled out to represent the style of American printing in the notable Italian book of 600 pages entitled “History of the Graphic Arts.” In all, he has won close to a dozen prizes in typographical contests, most of them “Firsts.” He conducted the review department of the *Progressive Printer* while it lasted; and the fact that it did not last can in no wise be attributed to Brannon. He enjoyed the friendship of DeVinne, letters from whom in praise of his work Brannon still treasures. Surely, our friend has brought a lot of fame to the little town of Talladega, Alabama.

In view of all this it will be interesting to study some examples of the work of this printer whose influence has reached out from that little Alabama city to—figuratively speaking, at least—the uttermost parts of the earth, and whose work has proved an incentive to many in addition to the editor of this

department. Brannon, it will be seen from the specimens accompanying this article, adapts himself with ease to any style of type and invariably shows it to excellent advantage in consistent design. Likewise, he as readily adapts himself to changing styles and conditions, all the while executing a product that will stand comparison with the best.



Lennis K. Brannon.



Brannon
Typographer
Talladega, Ala.

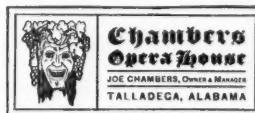


FIG. 1.

FIG. 2.

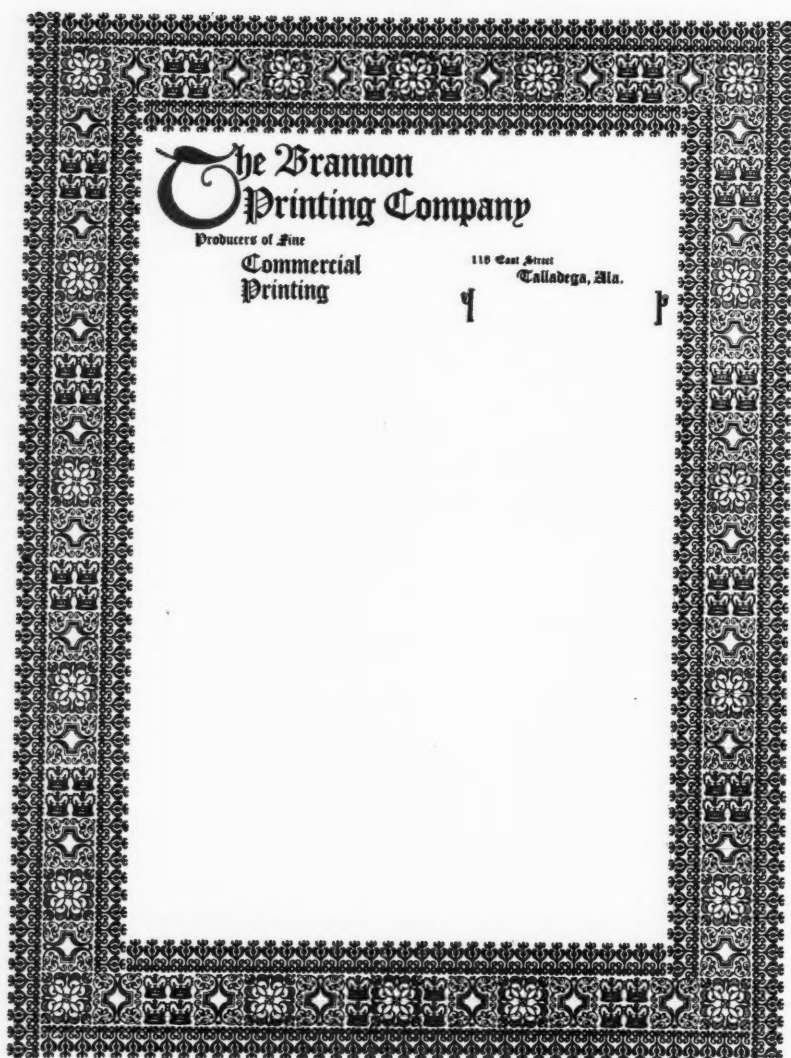


FIG. 3.

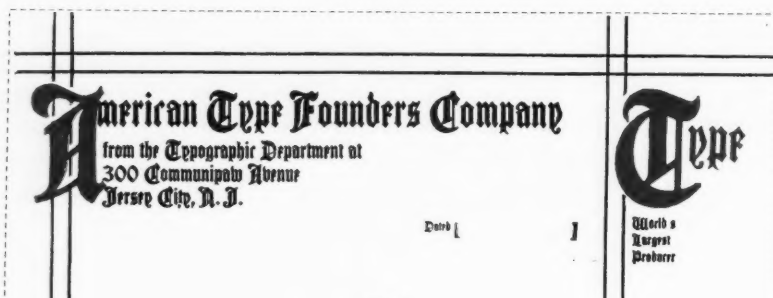


FIG. 4.

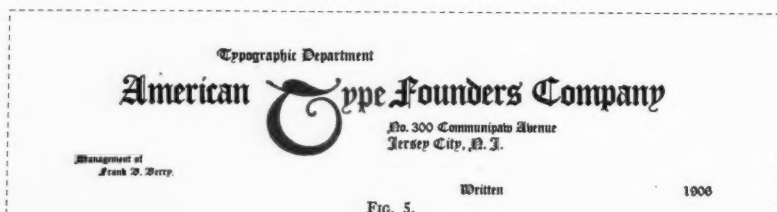


FIG. 5.

Brannon's typography in the period to which we chiefly relate—that of sixteen to twenty years ago—is characterized in the main by its decorative quality and freedom from the restraints of conventionality. Preference for ornate effects made the Gothic (the true Gothic) his favorite letter style and, so far as our knowledge extends at least, no one has enjoyed greater success than Brannon has in the use of Gothic in commercial printing. Naturally, therefore, in our exhibit of his work specimens in that style of letter predominate; it is because of that feature there will be exceptional interest in them, we are sure. Today, no one—not even Brannon himself—features the Gothic letter in commercial display, and as we feel it can often be used to advantage even today the specimens of Brannon's work will prove not only exceptionally interesting but decidedly suggestive as well. There are few plants which do not have a Gothic series, possibly unused, that can thus be put to work on the occasional job where an ornate effect is permissible and desirable.

Consider for a moment the attention value of the envelopes shown on the preceding page (Figs. 1 and 2). In the original, we assure you, they were beauties. Brannon's own corner card (Fig. 1) is the unmistakable mark of a true craftsman. So much interest in so simple a design is seldom achieved. The corner card for the Chambers Opera House was in black and red on brown linen finished stock. It was very striking indeed in its original form. Take notice, you fellows who are prone to work paneling overtime—here is a case where paneling is essential, where it is a part of the composition.

One of Brannon's old time letterheads is reproduced (Fig. 3). We can not "fall" for the wide border as printed in black, yet that feature is responsible for a large part of the character and individuality of the design. It is a good representation of the Chap Book style of typography, revived by Will Bradley about the time Brannon produced this letterhead. In spite of the herculean efforts of the typefounders to create a general vogue for this ultradecorative style it did not find a multitude of followers, and enjoyed comparatively short shrift even among those who were influenced. However, the style has merit—at least where striking decorative treatment is desired. Another feature about this letterhead (Fig. 3) which merits careful thought is the well balanced effect of the "strag-

non
init
play
can
ited
One
whil
ther
not
cont
and
initia
of th
C
envel
is en
Fig.
some
an ins
Br
in his
years
earlier
one o
Is it r
quisite
in whi
of mo
and th
old ro
a light
But ev
express

gly" type arrangement. It requires real cleverness to get away with that kind of arrangement.

As in the early lettered and printed books, for which Gothic was used as generally as Roman is employed today, Brannon's work of the period was featured by large initials printed in red, Missal initials being generally used. In that practice he imparted still more of the atmosphere of early day printing. Ultra-decorative as was the work of Brannon sixteen and fifteen years ago, it was nevertheless consistent.

In the letterhead for the American Type Founders Company (Fig. 4) we find another characteristic of early printing, rather of lettered manuscripts — the crossed rules. Individuality is stamped all over this letterhead; it is a type or arrangement that few would have the temerity to attempt. But originality and striking effectiveness are just as characteristic of the arrangement below it (Fig. 5) in which the only ornament is the Missal initial, which, with the other letters of the word "Type," is printed in red. This is, indeed, a clever way of making one line bear the name of the company as well as the product, incidentally to emphasize the product and provide striking ornament as well.

In Fig. 6, we consider that Brannon overstepped his bounds. The initials are not at all suited to display, and their usefulness — if they can be said to have any — is limited to the opening of body matter. One has to guess that the E is an E, while one's eyes are drawn here and there all over the design, which has not the least semblance of unity. In contrast, note the more conservative and yet far more effective use of an initial printed in red in the main line of the letterhead reproduced as Fig. 7.

Consistency of design as between envelope corner card and letterhead is emphasized by a comparison of Fig. 8 with Fig. 2. Both are handsome, appropriate to the theater as an institution, and not too ornate.

Brannon does not today indulge in his characterful style of fifteen years ago. In contrast with his earlier letterhead (Fig. 3), consider one of his later headings (Fig. 9). Is it not a beauty? You'd say "exquisite" if you could see the original in which the type matter and outline of monogram panel were in brown and the inside of panel solid in light old rose (or something similar) on a light tint of orange yellow stock. But even here, and in Fig. 10, we note expressions of Brannon's desire for

Robert W. Clardy, President
Wm. H. Boynton, Treasurer



Charles G. Cooper
Manager

Tallahassee, Alabama

A
New Theatre

with
a
Seating
Capacity
of
1000

1905

FIG. 6.

The New Elks' Theatre



LYMAN W. CLARDY, PRESIDENT
WM. H. BOYNTON, TREASURER
CHARLES G. COOPER, MANAGER

Seated at

Tallahassee, Ala.

1905

FIG. 7.



Chambers Opera House

For Chambers: Owner and Manager
NEW YORK: REPRESENTATIVES: KLAU & ERLANGER: NEW: AMSTERDAM
THEATRE: BUILDING: FORTY-SECOND: STREET: NEAR: BROADWAY

Seated at

Tallahassee, Ala.

FIG. 8.

TELEPHONE 52



EAST STREET

BRANNON PRINTING COMPANY

GOOD PRINTING
RULERS, BINDERS, ENGRAVERS
TALLADEGA, ALA.

FIG. 9.



Alabama School of Dramatic Art

In connection with
Knickerbocker Theatre Company
215 Avenue of Grand
Minneapolis



FIG. 10.

C. N. Lester, Manager



J. A. Dumas, Superintendent

Lineville Motor Car Company, Inc.

Authorized
FORD SALES AND SERVICE
Automobiles and Accessories

Lineville, Alabama []

FIG. 11.

and his great love of ornament. In Fig. 11, which is one of his latest letterheads, we note a radical change from the work of Brannon of fifteen years ago. It is in thorough keeping with the standards of today, dignified, attractive, sufficiently ornate and—get this—supremely legible. Fifteen years ago the legibility of types was not the important consideration that it is today, which shows that advancement has been made.

In conclusion, it is a remarkable thing, we think, for one to maintain a place in the front ranks over so many years. It comes from keeping in close touch with the best sources of supply in thought and equipment, and from being willing and able to recognize improvements and to adopt them. Where will you stand fifteen years from today?

INCIDENTS IN FOREIGN GRAPHIC CIRCLES

BY OUR FOREIGN CORRESPONDENT

GREAT BRITAIN

LONDON has a new morning paper, the *Westminster Gazette* having recently arranged for its issue. Its price is 2 pence a copy.

The *London Morning Post* is now in its one hundred and fiftieth year, the first number having been issued November 2, 1772.

THE London Society of Compositors has agreed with the London Master Printers' Association upon a 5 shilling reduction in wage, which became effective about October 1. Also that the overtime limit be reduced from thirty-two to twenty-four hours in each four weeks.

THE new lord mayor of London, John Baddeley, is a printing craft member. He is the senior partner of Baddeley Brothers, who are engaged in die sinking, press building, engraving, relief stamping, wholesale stationery, lithography, etc., in London. He now leaves to his sons the active conduct of the business.

THE recent ballots of the Scottish Typographical Association, the National Society of Operative Printers and Assistants (male section) and the Amalgamated Society of Printers on the proposed reductions of 5 shillings on October 1, and 2½ shillings more on January 1, have resulted in the acceptance of these reductions.

THE post card manufacturers and dealers are still protesting vigorously to the postal department against the excessive transmission charge on post cards. Since the postage was raised from 1 penny to 1½ pence, the industry has fallen off fifty per cent, and as a natural result half the stocks prepared for the holidays have been locked up in the stores of the producers.

At a meeting held in the Mansion House under the auspices of the Industrial League and Council to consider the best means of promoting coöperation among employers and employed, Viscount Burnham said his two industries were papermaking and printing. He would go so far as to say that he did not believe there was any newspaper in London earning a real profit in 1921, and he was perfectly certain that not a single paper mill in the country was working at a profit.

FRANCE

THE Weibel paper concern at Besançon in 1920 had profits of 2,026,398 francs and dividends of 200 francs per share of stock.

A NOTED punch cutter as well as typefounder, Jules Henaffé, died recently at Paris (where he was born) at the age of sixty-four. He was a city councilman and a bearer of the title Chevalier of the Legion of Honor.

THE French academy's new dictionary (the eighth edition) has proceeded as far as the letter I, for which three volumes will be required, work on the second of which has been begun.

A commission of six members has the editorial work in hand. At the present rate of progress one of our contemporaries mournfully hopes to see the last volume of the dictionary finished in about eight years, by 1930.

A NEW publishing company, under the title of Les Editions Condé Nast, has been organized in Paris, with a capital of 1,300,000 francs. On the board of directors are Condé Nast, of New York city, and Georges Doeuliet, Phillipe Ortiz and Charles Guérin, of Paris.

THE oldest printing trades paper in France is *La Revue des Industries du Livre*, which is now in its twenty-eighth year. It is edited and published by Arnold Muller, 79 Rue Dareau, Paris. It is the newsiest of those that reach our desk from France.

A WELL KNOWN electrotypist of France, Louis Boudreaux, died recently in Paris at the age of seventy-two. He was a member of the Society of Civil Engineers, the Syndicate of Electrical Industries, the Society of Industrial Chemistry, and honorary president of the Syndicate of Stereotypers and Electrotypers.

GERMANY

LORENZ RITTER, a noted etcher of Nuremberg, died recently at the age of ninety.

A COMMISSION has been at work upon the subject of standardizing inking rollers for job, cylinder and rotary presses; also of other details appertaining to printing machinery.

TO HONOR the one hundred and fiftieth anniversary of the birth of Alois Senefelder, the inventor of lithography, which occurred on November 6, 1771, the *Allgemeiner Anzeiger für Druckereien* issued a special number devoted to Senefelder and his art.

IN October there was on exhibition in the Book Trades House, at Leipsic, a collection of the typographic work of Albin Maria Watzulik, of Altenheim, Saxony. It covers many varying typographic styles and reflects the changing tastes of the past fifty years. Herr Watzulik is now in his seventy-second year. Aside from the exhibit mentioned he has a most extensive collection of all sorts of typography, the gathering of which has been his lifelong hobby. This collection, which is perhaps unequalled in its kind as to range and quantity, he is now offering for sale—perhaps because of his advanced age.

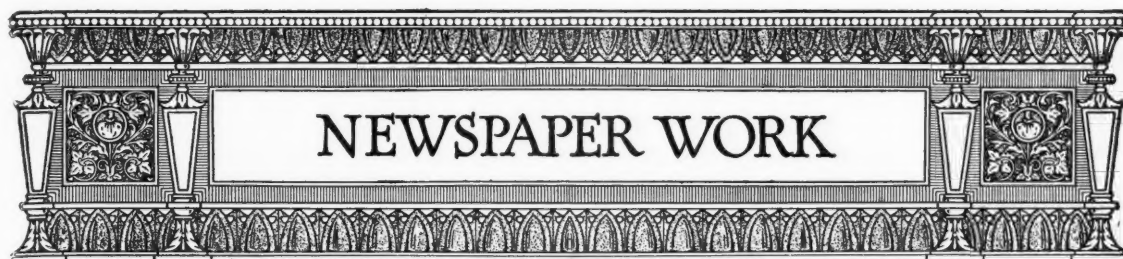
At a recent meeting of the Association of German Typefounders mention was made of the fact that, although a standard height to paper of type has existed in this country about fifty years, there are still hundreds of printing offices for whom type of special heights has to be cast. Some eighty varying heights besides the normal one are said to exist, an evil which the typefounders deplore very much. Naturally, such deviations from the standard add to the cost of producing type. Of course, the bulk of the type cast is of normal height, and it is the only kind kept in stock. The deviations therefrom must always be cast to special orders, and these are the ones that turn the founders' hairs gray.

SWITZERLAND

A NEW process, which is now attracting much interest on the Continent, is known under the name of the Manul process and is being exploited by a Swiss concern. Its importance may be judged from the fact that it makes it possible to take a book which has gone out of print and reproduce it, without new typesetting and without using a camera or lens. The result of the process is a film negative, which can be put on a zinc plate, sixty-four pages at a time, and printed on the offset press. Of course, the cost is far less than that of resetting the book and of making stereotypes if the matrices exist.

SOUTH AFRICA

THE printing and allied trades occupy the seventh place among the industries of South Africa and employ 6,092 people.



BY G. L. CASWELL

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

Must Newspapers Sacrifice Principle ?

An Oklahoma newspaper has abandoned its efforts to secure local advertising and carrier subscribers, and announces that in future it will depend entirely upon subscriptions for its support, decreasing the price from \$6 to \$4 a year and reducing the size to four pages. The management says: "We have now arrived at this conclusion: it does not matter how large our city circulation may be, how desirable both as to numbers and buying power, we shall not be able to sell advertising space unless at the same time we sell the character and principles for which the paper stands and will continue to stand until these principles are triumphant." It is further stated that by March 1, 1922, the publishers expect to have thirty thousand subscribers outside the city and with that number be able to secure national advertising which will come without solicitation and without question.

In all of which we must be permitted to doubt the outcome. And we must also dissent from the idea that a newspaper must sacrifice its principles or policies in order to secure local advertising, unless there is something radically wrong with those principles and policies. We have in mind several examples of newspapers in cities where the principles of the papers and their political policies run counter to the generally accepted party and public standards, and yet the papers lead in their fields and have immense local advertising patronage. If it were true that newspapers must cater to business sentiment in their communities and sacrifice principle to secure a living patronage, there would be fewer newspapers in the country, for independence runs high in journalism of the present day, and the world is too large to make it necessary for men of thought and conscience to have to remain in any place where they can not write and print their rightful sentiments without considering the financial loss. The Oklahoma incident is a peculiar one and reflects badly on the whole newspaper field.

Political Advertising Paid Well

Some wonderment was expressed that Mayor Hylan of New York city should be elected again, when most of the newspapers of the city were opposing him, at least editorially. No candidate in years, if ever, has had the plurality that Hylan had. The fact is explained by *Editor & Publisher*, which attributes the Hylan victory largely to the great campaign of newspaper advertising done by the candidate. Mayor Hylan used his greatest broadsides of advertising, and with best effect, in the newspapers that opposed him most in their editorial columns. Thus the candidate got more attention to his arguments and enlisted the sympathies of the newspaper readers to a greater extent by reason of the fact he was denied editorial support. People read the newspaper advertising where they did not read the editorials, and the Hylan campaign won on this basis, in spite of the opposition of most of the large newspapers of the city. Next year's campaign will see an increased use of newspaper display space by candidates

everywhere. It is no longer good newspaper practice to deny to the candidate whom the paper is opposing the right of advertising space he wishes to use and pay for. The time has come when candidates must be treated as business men — as other business men.

The Legal Line Rate Again

We note that many New York State publishers are protesting the new legal rate law in that state, which designates a line of agate twenty-nine ems long as the basis for charging legal publications. No wonder they protest. Outside the larger and city dailies no paper uses agate type very much. Agate is but five points and requires fourteen lines to the inch, set solid. Most newspapers use nonpareil, or six point type, which is just half pica length, and therefore easily conforms to general typographical measurements. Why did not the New York law make six point type the basis? Some New York publishers declare that eight point type should have been the basis, as so many use that size type for official notices. Many states do base the legal rate on "brevier" or eight point type, as in Utah, where the rate is 10 cents an eight point line thirteen ems long, and in Iowa, where the legal rate is \$1 "for each ten lines of brevier type or its equivalent."

Several times the writer has begged for attention to the idea that all such basis for legal type measure is wrong, and that official measurement of type should be based on the number of ems of any type that shall contain the alphabet, from a to z. Thus it would make no material difference whether official notices are set in six, eight, ten or thirty point type — if it is standard face of some adopted style — any line or inch would have to contain the equivalent measured by the number of ems in the alphabet of that type.

Minnesota's new legal publication law is the first we have found to be based on the latter system, and it reads as follows:

"One inch in length shall contain seventy-two points of type measurement. Nonpareil, or six point type, shall have twelve lines to the inch, and the length of the lower case alphabet from a to z inclusive set in compact form shall be nine and one-half ems pica, a total of 114 points in length. Brevier, or eight point type, shall be nine lines to the inch and the length of the lower case alphabet from a to z, both inclusive, set in compact form, shall be ten ems pica, a total of 120 points."

Thus other sizes of type are standardized by the Minnesota law, and there can be no great dispute regarding the "equivalent" of one type for another, as in the Iowa law, where often "phat" six point type is used that runs almost word for word with eight point face and is still measured on the "per square" basis as seven and one-half lines of six point to equal ten lines of eight point, or 195 ems of either point to the square of ten lines.

This entire matter will never be settled without the aid of courts until some real basis of type measurement is adopted

by some recognized organization or authority—and courts can never settle it exactly until the width of the individual letters of the whole alphabet is determined.

Observations

A good, competent, intelligent and interested operator in a newspaper or job shop is loved more by the "boss" than any good looking and reliable housemaid was ever loved by the Mrs.

It pays to advertise your newspaper and job printing plant, but you should not make your advertising sickening with conceited claims or pungent praise. Talk service and community coöperation, the connecting link that makes all interested in progress and happiness.

Seldom do we see very good newspapers with freak names. *Lake Comics* is published at Tavares, Florida, edited with care and skill and plenty of pep, and most certainly boosting that lake region of Florida to suit the best boom sentiment. But—that name does look w. f.

Recently newspaper publishers in the Central West were jogged up and warned that the United States lottery laws must not be violated as some were doing in the way of advertising and reporting news of raffles and drawings conducted by certain organizations and business men. It would be rather inconvenient for newspapers to be dumped out of the mails because they contain such publicity as that referred to. But when these same publishers read of the wholesale distribution of tickets and numbers by some large city newspapers, with page reports of the lucky ones drawing the cash prizes, they must wonder who interprets the laws. Giving money away to gain subscriptions and increase sales of newspapers can not be very materially different from giving numbers with admission tickets to shows and entertainments.

Questionnaires issued to part or all of the subscribers to county and small city newspapers is quite the vogue. These questionnaires may be designed to secure information of many kinds. Usually they are calculated to secure from readers of the paper their sentiment regarding news and other features of the paper, some statistics regarding advertising value of the newspaper, information regarding the stores of the home town, their treatment of patrons, honesty of advertisements, attractiveness, why people trade with certain ones more than with others, etc. Usually such questionnaires are made more valuable by requiring that replies be anonymous, thus securing frankness in criticism and less reluctance about replying. Such questionnaires have produced good results in many communities by stirring up the business houses to the needs of the territory and the value of the newspaper.

A new way of getting from publishers thirty per cent commission for foreign advertising appears, at least we had not noticed it before. This from a publisher's representative whose proposition states that the paper will accept display advertising from such agent or representative for so much an inch, "subject to the usual commission of fifteen per cent for obtaining this advertising and fifteen per cent to cover cost of making the plates," and sending them charges prepaid, etc. The fact that the advertiser usually pays the agents for the cuts and for handling the business, while the agent takes his commission at fifteen per cent from the publisher, is thus set aside as probably sounding a little better than asking thirty per cent commission direct from the publisher. Fifteen per cent is now almost universally established as the agent's commission from the publisher. Why let any individual change it? Or, if it is changed, why not make it net and relegate any jockeying to the other end of the deal?

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS

BY J. L. FRAZIER

The Emery Enterprise, Emery, South Dakota.—Our compliments on so attractive a little paper (four column page). Presswork and display of advertisements are consistent in quality with the interesting and attractive makeup.

Tiller and Toiler, Larned, Kansas.—Advertisements, posters, dodgers and particularly the paper or multipage circular, "Larned's Dollar Day News," which contains advertisements—large and impressive—for a number of local merchants, are excellent in every way.

The Harlowtown Times, Harlowtown, Montana.—Both the three column advertisements for The Fashion, "Women's Suit Special," and the two page spread for "Urner's Fall Opportunity Sale" represent the highest grade of advertising display. The smaller advertisement is reproduced.

Woman's Suit Special

—Saturday Only—

Twelve Models **\$24.95** Twelve Models

These suits are from our regular line, formerly priced at \$29.50 and \$35.00. This price is for the one day only. Its a leader and is meant to bring crowds here

Ladies' New Dresses

New arrivals of beautiful models for the fall and winter seasons. They are of Tricot, Flannel, Cotton, Silk, and Rayon. They will be accepted when you see these beautiful garments at these prices. These are not sale prices, but our every day values. \$19.50, \$24.50, \$29.50

Isabelle Cashmere Skirt, pair \$10
See the new Clothe for fall at \$14.95 up
Practical Dress Tunic, all colors
Women's House Dressing Apron, 50c
New Dresses every day in our stock
New arrivals in dresses \$19.50 and \$24.50
Wool Knitting Tunic, per yard 40c
Cotton, Cotton, all sizes 10c
Women's Winter Skating Sweater \$14.95 to \$19.50
During 800 for 400 boys
Children's School Skirt, pair 25c
Girls' School Coats \$1.00
Women's Good Coats as low as \$1.00 to \$12.00
School Handkerchiefs for Girls 5c per doz
Beautiful New High School
Women's gowns, \$14.95 to \$24.50
Gorgeous Skirt of \$1.00 to \$4.50
Armor Plate Silk Hosiery



Style Center **THE FASHION** Style Center

Attractive and clean cut advertisement from Harlowtown (Montana) *Times*, the original of which was three columns wide. Note how by the judicious use of white space display strength is obtained without overly large and bold display, and how the white space contributes also to making the advertisement neat and inviting to the eye.

Houlton Times, Houlton, Maine.—Presswork is excellent, first page makeup is interesting and pleasing. Advertisements are well arranged and displayed and are made up on the pages in an orderly manner according to the pyramid. Our compliments are extended on the general excellence of the *Times*.

Ed. CROSSFIELD, Big Timber, Montana.—The first page of your September 29 issue is attractively made up. The headings, of which there is a good variety, are well balanced on the page and the size of the headings quite accurately matches the importance of the news. Presswork is excellent and the composition of advertisements quite satisfactory.

RILEY R. MORGAN, Starkweather, North Dakota.—Glad to hear from an old Lawrence, Kansas, friend, particularly to find that he is publishing so fine a newspaper. Plainly, you are "on your toes," for you appear to follow all the soundest doctrines. If there is one feature about the *Times* that impresses us more than another it is the fact that it is clean looking. Makeup is clean cut, presswork is clear and clean, while the ample white space in the advertisements makes them clean looking, too. The first page is reproduced.

Scottsbluff Star-Herald, Scottsbluff, Nebraska.—Every feature is good, although first page makeup, presswork and the placing of advertisements according to the pyramid plan are the outstanding good features. Almost all the advertisements are good, particularly the page advertisement for Reuler's which is forcefully displayed, well balanced and effectively illustrated. The poorest advertisement in the issue is the two column display for The First National Bank headed "Who Should Save? Factory Employees." Bet you will not have to guess more than once for the reason.

The Peoples Press, Owatonna, Minnesota, in its issue of September 23 gave considerable front page prominence to the announcement of the fact that the *Daily Press* had absorbed the *Weekly Press*, the issue in question being the last one of the weekly. The feature of the page was a six inch reproduction of the front page of Volume 1, No. 1, of the weekly, issued September 2, 1874. A comparison of the dull and reserved page of 1874 with the snappy and interesting looking 1921 page affords a striking example of the great advancement in newspaper making that has taken place during the past forty-seven years.

Glen Cove Echo, Glen Cove, Long Island, New York.—Presswork is remarkably good. The first page makeup is interesting, but would be more pleasing if the headings were arranged with a view to symmetry and balance, and with a view also of having them distributed more evenly over the page. As made up on your issue for October 20, headings are bunched at top and bottom. The

makeup of the other pages is good, as the advertisements are placed according to the pyramid, making an orderly and systematic appearance. Some of the advertisements are overdisplayed and in these there is not enough contrast between the sizes of type. It is contrast that creates emphasis.

Free Press Publishing Company, St. Peter, Minnesota.—The page advertisement, "June Sale," for Sorenson's Shoe Store is attractive looking in spite of the fact that it is almost all display. The row of panels, the type in which is set in machine antique, is too weak. The matter therein should have been set in larger type as well as in lower case.

Millstadt Enterprise, Millstadt, Illinois.—Presswork and first page makeup are the outstanding qualities of your paper. The placing of advertisements on the "inside" pages is also very good, as they are generally arranged accord-

STARKWEATHER TIMES.

STARKWEATHER TIMES
PUBLISHED WEEKLY
STARKWEATHER, NORTH DAKOTA

A BIG CHANGE SEEN IN WEST
The west is changing rapidly. The old west is disappearing and a new west is being born. The new west is more progressive, more modern, and more attractive than the old west. It is a west that is full of life and energy, and it is a west that is full of opportunity for the future.

TWO AUTO ACCIDENTS MONDAY—NO INJURIES
Two auto accidents occurred on Monday morning. One occurred on the main highway near the town of Starkweather, and the other occurred on a side road. Fortunately, no one was injured in either accident.

CHURCH NOTES
The Starkweather Methodist Church held its regular service on Sunday morning. The pastor, Rev. J. H. Smith, gave an interesting sermon on the life of Jesus Christ.

A GOOD TALK BY O'CONNOR
A good talk was given by Mr. O'Connor at the Starkweather High School on Monday evening. He spoke on the importance of education and the need for a good character.

GRADUATES OF THE INDEPENDENTS
The Starkweather Independent Order of Foresters held its annual convention on Saturday. The convention was a success, and many new members were added to the order.

LITTLE GIRL DIES FROM POISONING
A little girl, the daughter of Mr. and Mrs. J. H. Smith, died from poisoning on Monday. The girl was only four years old. The cause of the poisoning is still unknown.

N. D. TEAM WINS FROM POISONING
A team of horses from North Dakota won the first prize at the national team show. The team was owned by Mr. J. H. Smith and was trained by Mr. J. H. Smith.

AT DAIRY SHOW
The Starkweather Dairy Show was held on Saturday. It was a very successful show, and many new products were displayed.

FOR THE BEST COPY
For the best copy of the Starkweather Times, contact the Starkweather Times Company.

We Have the Best Equipped Repair Shop in This Part of No. Dak. Earl E. Ellis.

The word that best describes this front page from the *Times*, of Starkweather, North Dakota, is "clean." The readable—rather, the easily read—size of type, so openly spaced and so clearly and neatly printed is inviting and restful to the eye satiated with eight point. Note, too, the orderly arrangement of the heads, the variety of heads in use and the fact that the subordinate decks are set in lower case, which makes them more legible than the "average run" as set in caps.

ing to the pyramid. While the advertisements are very satisfactory in display and arrangement, the fact that so great a variety of types and borders are used makes the effect rather displeasing.

The Idaho Republican, Blackfoot, Idaho.—Your issue featuring the South-eastern Idaho Fair is a crackerjack. The first page, made up of numerous half-tone illustrations, cleverly grouped into an attractive design, is, of course, the outstanding feature. Presswork on this page is remarkably good, as it is throughout the paper. Advertisements while not the best, are nevertheless sensibly arranged and quite forcefully displayed. The faults are with the types used, so frequently extended, and the fact that large masses of type are sometimes set in capitals, which means these advertisements are not as easy to read and as inviting to a reader as they would have been had they been entirely set in lower case.

The Plymouth Reporter, Plymouth, Wisconsin.—The full page advertisement for the Badger Auto Sales Company in your November 11 issue is very attractive. If there is a weakness it is in the fact that the display at the top is too small, although the heading "We Announce" has so little interest that it makes little or no difference whether it is given large or small display. It is in the fact that the head is too small in proportion to the size of the advertisement that we find fault, as it makes the appearance of the advertisement displeasing because of the lack of proportion. The supplement (or is it another paper?) *Farmers and Breeders News* is an energetic newspaper enterprise of which you can feel proud. Judged by the volume of farmers' advertising carried the paper is a success. The first page is reproduced.

The Lemmon Tribune, Lemmon, South Dakota.—The first page of your September 22 issue is excellent. Presswork, unfortunately, is not of equal quality, and the poor print detracts from the good makeup. Advertisements are generally quite well arranged and displayed and are helped materially, as is also the appearance of the paper as a whole, by the fact that the same machine border is used throughout the paper. Another feature that adds to the paper's good appearance is the pyramiding of advertisements, which gives the pages

an appearance of order. We hope you will soon be able to discard the block (gothic) types so generally used for display in advertisements. It is in the use of more attractive types that you have the greatest opportunity for improving the paper.

MELVIN C. LEWIS, Moberly, Missouri.—The "Fall Number" of the *Monitor-Index* is a crackerjack. The advertisements, particularly the larger displays in the second and third sections, are effectively displayed, the good sized display lines being the more impressive because few lines are displayed and because of the ample white space throughout the advertisements. Some of the fancy borders in the first, or news, section do not appeal. We are sure that if you should use plain line borders consistently you would find the appearance of the paper much better. Avoid also the use of condensed and extended, or regular, type faces in a single advertisement, and guard against crowding such as is evident in some of the advertisements of the news section, which doubtless were hurriedly set.

Mower County News, Austin, Minnesota.—One of the best—if not the best—printed papers we have received this month is the *News*. Another strong feature is the interesting first page makeup, although there is quite too much of a cluster of headings set in caps at the top of the page (September 29 issue), the effect of which is to confuse one to a certain extent. Of course, we appreciate the fact that the advertisements are pyramided. The weak feature of the paper is the composition on the advertisements, yet they are not at all bad. The trouble is not so much with display and arrangement as because of crowding. Some advertisements are overdisplayed and quite frequently, we regret to note, several styles and shapes of type are used in the same advertisement.

HAYWOOD PUBLISHING COMPANY, LaFayette, Indiana.—While there are more well set advertisements in the October, 1921, *Shears* than in the issue for September, 1920, there are some among these of inferior merit that are just

Toowoomba Chronicle
PUBLISHED WEEKLY
TOOWOOMBA, QUEENSLAND

THE WANT ADVERTISEMENTS
The want advertisements appear to be the most important matter in Australian newspapers, as the first page of the *Toowoomba Chronicle*, herewith reproduced, seems to indicate. This page is characteristic of all the first pages of Australian papers that we have seen. Verily, the world is wide, and there are wide divergences of opinion on the publication of newspapers. Without the least desire to offend our brothers across the Pacific, to whom we are drawn close by ties of blood and language, we challenge them to show that we are not far and away ahead of them in this respect. And you fellows on this side who are slow in cleaning advertisements off your front pages ought to ponder a moment on the above result in comparison with the two first pages of U. S. of A. papers reproduced in this department.

THE WANT ADVERTISEMENTS
The want advertisements appear to be the most important matter in Australian newspapers, as the first page of the *Toowoomba Chronicle*, herewith reproduced, seems to indicate. This page is characteristic of all the first pages of Australian papers that we have seen. Verily, the world is wide, and there are wide divergences of opinion on the publication of newspapers. Without the least desire to offend our brothers across the Pacific, to whom we are drawn close by ties of blood and language, we challenge them to show that we are not far and away ahead of them in this respect. And you fellows on this side who are slow in cleaning advertisements off your front pages ought to ponder a moment on the above result in comparison with the two first pages of U. S. of A. papers reproduced in this department.

The want advertisements appear to be the most important matter in Australian newspapers, as the first page of the *Toowoomba Chronicle*, herewith reproduced, seems to indicate. This page is characteristic of all the first pages of Australian papers that we have seen. Verily, the world is wide, and there are wide divergences of opinion on the publication of newspapers. Without the least desire to offend our brothers across the Pacific, to whom we are drawn close by ties of blood and language, we challenge them to show that we are not far and away ahead of them in this respect. And you fellows on this side who are slow in cleaning advertisements off your front pages ought to ponder a moment on the above result in comparison with the two first pages of U. S. of A. papers reproduced in this department.

as bad in the later issue as in the former. The weakness is generally due to crowding or poor type faces. Possibly the best criticism we can make in the limited space is to select some advertisements in the later issue and label them good and bad, so that you can see where they fail and why they succeed, and govern yourself accordingly in the future. Matthias & Freeman Company, bad (all caps); United Paperboard Company, bad (too much display and crowded); The J. P. Lewis Company, excellent (brief copy, strong display, few display lines, harmonious, legible and attractive types); Beloit Iron Works, good; Dextro Products Company, mediocre (lack of unity); John T. Robinson Company, excellent (simplicity and directness); Blackstone Glazed Paper Company, bad (confusing).

The Vernal Express, Vernal, Utah.—The first page is the best feature of your paper. We note that although there is a good variety and a sufficient number of news headings on the page the three line hand set decks appear "sloppy" because of lack of care in writing the copy. The hand set lines of these upper decks are often of greatly varying length. This looks very bad. As an example, take the head at the top of the first column of your October 7 issue. The first line is "Health" (six letters); the second line is "Clinic Here" (ten letters and one space, making eleven units or almost twice as many as in the first line); the third line is "Wednesday" (nine units). The lines should be of uniform length, a little shorter than the column width, the first line set flush to the left, the second centered and the third set flush to the right. The print is good and the advertisements quite generally are satisfactory. The order of their arrangement on the pages is poor, however, no system being followed throughout the pages.

Toowoomba Chronicle, Toowoomba, Queensland (Australia).—Some publisher in Australia, New Zealand, or some other province of Great Britain, will some day "take the bull by the horns," smash precedent and make his publication a real newspaper by cleaning the classified advertisements from the

make this small type fill the space, line spacing is extraordinarily wide and that weakens the effect. Another fault, although not so general, is weak display, the main and most important lines in some advertisements being set in smaller type than they should be. The same consideration that resulted in the body matter of many advertisements being set too small also resulted in setting the text of some advertisements wholly in capitals. The advertisement for Buchett Brothers (October 1 issue) is an illustration of this fault, also of too weak main display. The capitals are not only confusing to look at but actually hard to read. Twelve point rule borders, as frequently used, are too strong and detract from the type matter.

RUDOLPH SMITH, Shakopee, Minnesota.—Advertisements composed by you in the office of the *Tribune* are remarkably fine. We do not believe more attractive advertisements can be found in any paper where type equipment alone is used. There is just one thing you should guard against and that is too frequent underscoring of already prominent lines, such as "Plumbing" in the advertisement for V. C. Stein. Had that line been set in the Post series, which is used for the remainder of the displayed lines, and if the underscore had been eliminated, the whole advertisement would have been improved. We question the appropriateness of the ornament beneath the head of the advertisement for the paper, "You Pity the Blind Man," although, possibly, the decorative value it lends will offset the impropriety of its use. The advertisement for Joe Ring's Inn, set in Caslon, is a beauty. A paper full of advertisements like this would be a dream. Why don't you set all the advertisements in some coming issue in this style, using Caslon for the display, just to satisfy yourself how attractive a paper it will make? If you do, send us a copy and call our attention to it particularly so that we shall not overlook it. We'd like to exhibit such a paper as a pattern for all publishers to go by.

J. P. O'FUREY, Hartington, Nebraska.—The first page of the *News* appears decidedly interesting and the makeup is good. We agree with you that as the name of the city is not a part of the name of the paper, which adopted its name from the county, it was a good plan to give bold face treatment of the date line. However, considering the eight column page, the date line is not a bit too large, bold and prominent, even discounting the reason you assign for giving it such prominence. Likewise we agree that there should be two lines in the main, or hand set, deck of your display headings. Not only will such a deck enable you to get more punch in heading copy, but will add to the appearance and interest of the page. Of course, in the narrow space of the column a condensed type face is essential for the hand set deck, which should be in twenty-four or thirty-six point type. The style of head letter you use, while not bad, is one that the writer does not admire; and his lack of admiration is due not alone to the fact that it is not attractive but to the fact that he has had considerable experience with it. It is just a little "fatter" than the plain block letter of the same size, and it does not gain in legibility by reason of the increased width. Furthermore, in an extra condensed letter such as is required for headings, a block letter (i. e., a letter in which the width of all elements is the same) is neater looking. That is the kind of a head letter we recommend. We should prefer, too, to see the subordinate (second) deck in lower case, one size larger than the cap lines now used.

Troy Daily News, Troy, Ohio.—While the presswork is not bad, nevertheless it could be better. We note quite a lot of "slur" on one side of the sheet due to its being backed up so quickly on the perfecting press. It is possible to almost wholly overcome that trouble; we have seen papers printed with the kind of press you use where close inspection was required to determine the difference between the first and last sides printed. First page makeup, while not ideally balanced, is well balanced, even though not orderly. There is a wide difference between the composition of different advertisements. Some are excellent, others mediocre, others poor. Where bad, the difficulty is generally caused by too much bold display, although some of those we would classify as bad are, on the contrary, weak throughout. An example of this kind is the three column display for H. A. Cosley, "Be Ready for the First Cold Snap." By careful arrangement, larger type could have been used for the body. White space is wasted, by being diffused, that could have been used to good advantage for larger type and for massing the white space so it would add emphasis to the display. The several items illustrated and described should have been set in panels. The really good advertisements of the issue are those for the Buchanan Shoe Store, the display type of which we do not admire, and the full page advertisement on the first page of the second section, "Troy's Better Business Week." You will note that these two advertisements are featured by very little display, but that the display which is present is forceful, and that white space is used in such a way that it strengthens the type through contrast.

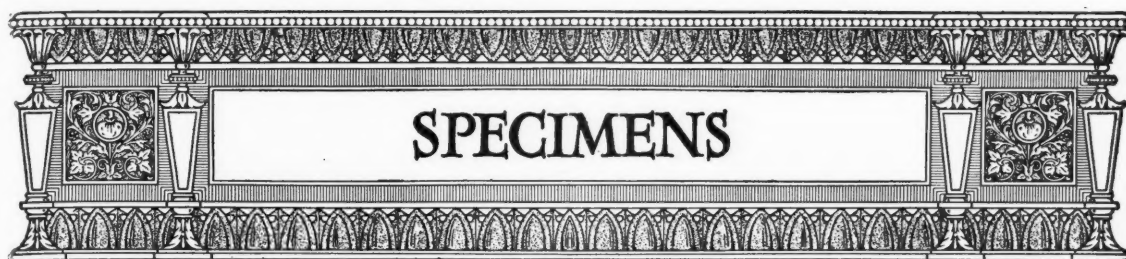
FRED BIERMANN, Decorah, Iowa.—Our compliments on the *Journal*, which, in general, and all the way through, is a mighty fine newspaper. The clean, well balanced first page, chock full of interesting local news matter—well written and well presented—is something to be proud of. Presswork is excellent, as is also the display and arrangement of the advertisements, which lack complete effectiveness in some instances only because of the fact that rather displeasing type faces are employed. We suggest that you should, as far as possible, avoid the use of bold block letters and crude wood type such as are used for some of the larger display lines. Just one other point where the *Journal* is subject to improvement: The advertisements are not placed in an orderly manner on some pages. They are scattered about and worked to the four corners of the page without attempt at system. We advocate the pyramiding of advertisements, the placing of all advertisements of a page in the lower right hand corner, which method followed through the paper results in pleasing order. Furthermore, it leaves the reading matter massed in the upper left hand corner of each page, where it is most convenient to the reader, for it is there his eye falls first. One might argue that to insure advertisements being read they should have that preferred position in the upper left corner. We, however, do not believe the average reader is interested most in the advertisements, that if they stand in the way of his reading the news he will pass over them. Once past them he is not likely to turn back. However, if a reader is allowed to read the news matter of the page without interruption he has not, so far as that page is concerned, anything more interesting to look forward to. Thus he is more likely to read the advertisements, and reading them willingly he is more certain to be impressed with what they have to say than if he is looking forward to something in which he has a greater interest.



This is the front page of the second issue of *Farmers and Breeders News*, which, as the name suggests, is devoted to the interests of farmers and stockmen. It is issued by the publishers of the *Plymouth (Wis.) Reporter* and is chock full of interesting news matter and advertisements of interest to farmers. The paper as a whole is as attractively gotten up as the first page herewith reproduced, which is a model one.

first page and there present the day's news. It has always been a mystery to the writer why most British papers—except those published in Canada—follow that practice, which, by the way, was the rule on the first papers published in the United States. Another way in which the publisher of the *Chronicle* can improve his paper is by having a border placed around all display advertisements, at least all those larger than two inches single column size. As set without borders the tendency is to confuse the reader. Furthermore, advertisements without a border look inconsistent. Your types are not pleasing and the advertisements are poorly arranged on the pages, being crowded toward the top and scattered over the pages instead of being grouped in the lower right hand corner of each page according to the pyramid. If the pyramid is followed in the placing of advertisements, the whole paper has an orderly appearance by reason of the system.

H. E. STUCHELL, Indiana, Pennsylvania.—First page makeup on the *Gazette* is well balanced and interesting. If there is a fault worth the mention it is the fact that some of the headings, particularly those in the lower section of the page, are in larger type than they should be. The change is suggested more in the interest of a pleasing appearance than for any other reason, although we do think that with so many large heads the effect is a little sensational, at least more sensational than the nature of the news warrants. Presswork is only fair, while the display and arrangement of advertisements is mediocre. No one fault stands out as general in a number of the advertisements unless it be that the body matter is quite often in smaller type than space would accommodate, due to your desire to set the matter on the machine instead of by hand. To



BY J. L. FRAZIER

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

O'SULLIVAN-LEWIS COMPANY, New York city.—Your new letterhead is very impressive and it is pleasing as well. In dark green and gold on light green stock the effect is very pretty.

JOHN NANOVIC, Palmerton, Pennsylvania.—Specimens are neat. The fact that you use Caslon Old Style italic almost exclusively, often with swash characters, gives to the work a characterful appearance. However, we doubt the pleased acceptance of this style by your customers generally.

JOHN W. HINKEL, Stillwater, Oklahoma.—The cover of the booklet, "Alumni Letter," is beautiful. In fact, the booklet throughout is of the finest quality in all respects save one, the presswork on the halftones, which is poor.

PHILIP L. DEWITT, Rockford, Illinois.—Specimens are excellent in every respect. Beautiful type faces, arranged with skill and printed attractively on good papers leave nothing to be desired. Where color is used it is employed in good taste.

THE LORENTZ PRESS, Buckhannon, West Virginia.—Specimens are uniformly good, unless, perchance, your letterhead stands out a little above the rest of them. Blind embossing, produced by hand cut cardboard dies, is excellent and in this letterhead, in particular, it adds class and finish.

OX FIBRE BRUSH COMPANY, Frederick, Maryland.—The circulars for stuffing envelopes are very nicely designed and are well printed. We consider them thoroughly satisfactory for the purpose, and, as they are above the average of that class of work, have no suggestions for required improvement.

THE LIBERTY PRESS, Seattle, Washington.—The leaflet announcement, "A Dream Come True," is beautiful. Colors—gray for type, faint lavender for the inside of the initial and gold for the trade mark, worked in with the initial—are delightfully pleasing and restful because of their soft harmony.

MARKEN & BIELFELD, Frederick, Maryland.—Your work continues of the finest quality. Of the many specimens in the latest collection sent us there is not a single one with which we can find the least fault. Particularly interesting is the holiday letterhead for your own use, featured by holiday decoration, printed in green and red.

W. I. BRENNAN, Times-Mirror Printing & Publishing House, Los Angeles, California.—The letterhead for the Zellerbach Paper Company, featured by a decorative initial—letter in red orange, decoration in black—is interesting in design and effective because of its unconventionality. However, the lettering is not as attractive as it might have been made, but as it contributes in a measure to the "character" of the design, we can excuse its weakness on that account.

J. WARREN LEWIS, Kansas City, Missouri.—Specimens are excellent, particularly interesting and attractive being the letterhead for the Lewis Printing Company, which, we assume, is "you." On that assumption we extend our compliments upon your becoming a "boss printer" and our best wishes

that your venture will prove a huge success. We like to see our "old friends" move up.

THE HUGH STEPHENS PRINTING COMPANY, Jefferson City, Missouri.—"Broadhurst Country Club" is one of the handsomest booklets we have seen, an example of the finest quality color printing. Excellent stocks and perfect presswork on fine plates, with attractive design and pleasing and

ton Clothes Shop is an interesting and attractive display, and should prove effective.

WALTER A. WESTON, Chicago, Illinois.—Typography is neat, and display and arrangement are satisfactory, considering the nature of the specimens sent us. The fact that they are no better is due almost entirely to the poor choice of type faces. Copperplate Gothic is not a good type face for title

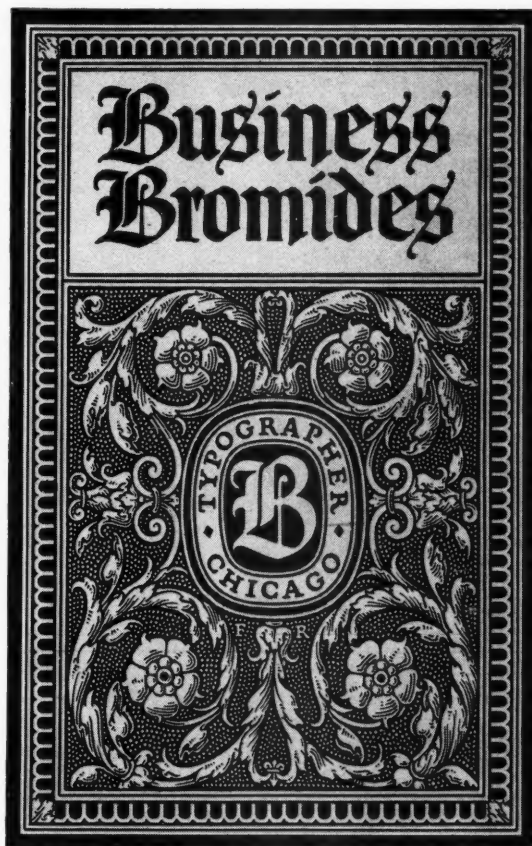
page composition, as it does not possess the artistic grace essential to beauty which a page of that character should express.

MIDVALE PUBLISHING COMPANY, Midvale, Idaho.—In design your letterhead is very satisfactory. The color, yellow having a slight green hue, is ugly and used to such a large extent gives the heading a cheap and bizarre appearance. A light blue or brown would make all the difference in the world in the appearance of this letterhead. The same color is much better on the package label than on the letterhead, as, there, it is less extensively used and is dominated by the black.

R. W. WEBBER, Terre Haute, Indiana.—Specimens are satisfactorily arranged and displayed. The envelope corner card for Kerman Grotto, printed in deep red and black, is interesting and unusual in design—and decidedly effective, too. Other specimens for Kerman Grotto are equally well arranged and displayed, but the type face employed, while decidedly readable, is rather stiff, hence not so attractive as we should like to see in use. This is the only feature about the work we do not like.

HUGHES-BUIE COMPANY, El Paso, Texas.—We consider your Thanksgiving blotter very effective. The result obtained in getting a bronze effect in the illustration of the turkey is remarkable in view of the fact that it was accomplished with one line illustration. The electro of the goblin was printed first with the orange form and, then, after the orange had completely dried, the same cut was printed with the black or "type form," shifted slightly so that the orange of the previous run would show.

"BUSINESS BROMIDES" is a most attractive booklet, 3¼ by 5 inches, produced and distributed recently by J. M. Bundscho, advertising typographer, of Chicago. As the title implies, the text is made up of epigrammatic paragraphs on business, a characteristic example of which follows: "If you make something, or sell something, make or sell something that you would be just as glad to buy if you were at the other end of the deal." The value of such publicity is tremendous. First of all, it paints a picture of the advertiser, it depicts him as a fellow who is square and above board, whose business practices are based on the Golden Rule. People will want to do business with a fellow who expresses such high ideals. In format the booklet is delightful. The cover design, herewith reproduced, is printed in black on medium brown stock, giving a dignified, rich looking and artistic appearance to the booklet. The text, on Alexandria antique laid, is set in the new Cooper series of type, which provides the effect of hand lettering remarkably well. After



Remarkably handsome cover design of interesting "good will" booklet produced and distributed by J. M. Bundscho, advertising typographer, Chicago. The almost meteoric growth of Mr. Bundscho's business, we imagine, is due as much to the high sense of honor expressed in the sentiments forming the text of the booklet as to his pronounced ability. Read review.

legible typography, combine in making a notable piece of work of which you may feel very proud.

WALTER S. COES, Houlton, Maine.—Our compliments on the very attractive setup on the cover for the "High Court of Maine" proceedings book. The effect would have been better, however, if a deep rich blue ink had been used instead of the black. Blue on gray stock makes a very snappy appearance, whereas black on gray generally looks dull. The "Clothes" advertisements for the Houl-

FIRST IMPRESSIONS



FIRST IMPRESSIONS

FIRST impressions are persistent and will not yield readily to subsequent ones. Hence it is vitally important in the selection of paper and ink for use in selling or advertising to consider how first impressions are made.

Psychologists claim that no mental impression is ever totally lost, because these mental images are filed away, as it were, in some brain cell. Our common experience also teaches us that the stronger the impression, the easier it is recalled. In fact strong impressions keep automatically bubbling up from that portion of the brain which is sometimes called the "unconscious" into the vestibule of consciousness where their presence is recognized. How important then, that we make impressions on our "prospects" both strong and good.

Direct Advertising makes twin impressions, affecting our sight and touch simultaneously. Through its paper, ink and craftsmanship it reflects the personality of its author. In this respect it enjoys an advantage over periodical and newspaper advertising, which can express no particular individuality by means of its paper or press work.

Although the conscious portion of the brain is far more concerned with the "sight" messages than with the "touch" messages, we cannot afford to leave the latter out of our calculations. The unconscious portion of the brain is the impartial recipient of all sensations, and in due time a sensation that may have originally evaded our consciousness will work out its reaction on our minds. Hence the "feel" of the paper selected for our correspondence, booklets and other printed matter has a certain importance and must be carefully selected.

DeJonge "Art Mat," on which this book is printed, for example, feels like the surface of ivory. The human race has for ages treasured ivory. We like things that are smooth

The human memory

The "unconscious"

Direct advertising makes twin impressions

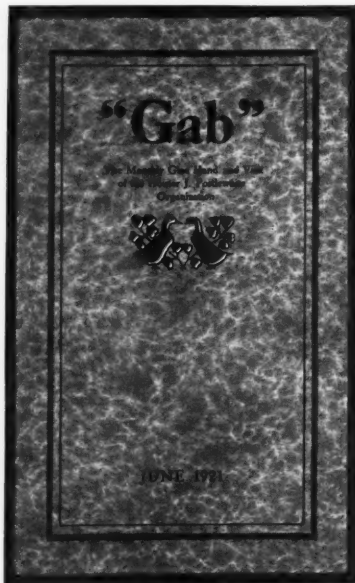
Sight vs. Touch

It is seldom that a paper manufacturer gets up as attractive a sample of his "wares" as the booklet the cover and initial page of text of which are shown above. Louis DeJonge & Co. were not satisfied with a fine sample of paper and with fine printing to demonstrate possibilities in its use, however, but, in the text, provide some mighty interesting and profitable reading. The text follows the subtitle, "The Psychology of Paper and Ink," and is by William Bond Wheelwright, an authority on papermaking and the use of paper.

a while, of course, when it comes into general use this advantage will be largely lost. "Business Bromides" is another of a long line of typographic masterpieces done by Bundscho, and the exceptional success and the rapid growth of his business from a small beginning testify to their effectiveness.

"THE UNKNOWN WARRIOR" is the title of a most interesting and attractive booklet produced by R. G. McLean, Limited, Toronto, Canada. The text is a chronicle of the ceremonies incident to the burial of Great Britain's unknown soldier in Westminster Abbey, written by Sir Philip Gibbs and reprinted in the booklet through the courtesy of the *Toronto Globe*. The cover design is printed in black, light green gray and red on heavy white stock, deckled at the front edge. Below the title across the top there is a square, somewhat conventionalized illustration of a grave in France with a simple board cross leaning far to one side. On the grave there are spots of red representing, we suppose, poppies. This ornamental illustration, otherwise printed in the soft green, is about one inch square and is enclosed in a blind stamped panel. Text is in twelve point Caslon and the margins are wide, while the subheadings and initials are printed in the green. The most attractive features of the book are the two full page illustrations, one of the monument to the Unknown Dead in Westminster Abbey and the other of the entrance to the abbey. These represent, so far as the knowledge of the writer can assure, the best examples of obtaining the appearance of etchings through halftone printing. The illustrations are printed in brown from squared halftones made from line drawings, done in a technique that suggests etching, over a solid tint block in a very light gray. Every feature is beyond reproach, and reflects credit on those responsible for the book.

HOMER J. POSTLEWATE COMPANY, Hammond, Indiana.—Covers for *Gab*, your interesting house-organ, approximate the appearance of drawn covers more nearly than any typographical covers we have seen in the past year. Plainly, the unusual treatment has great value. The design for the September



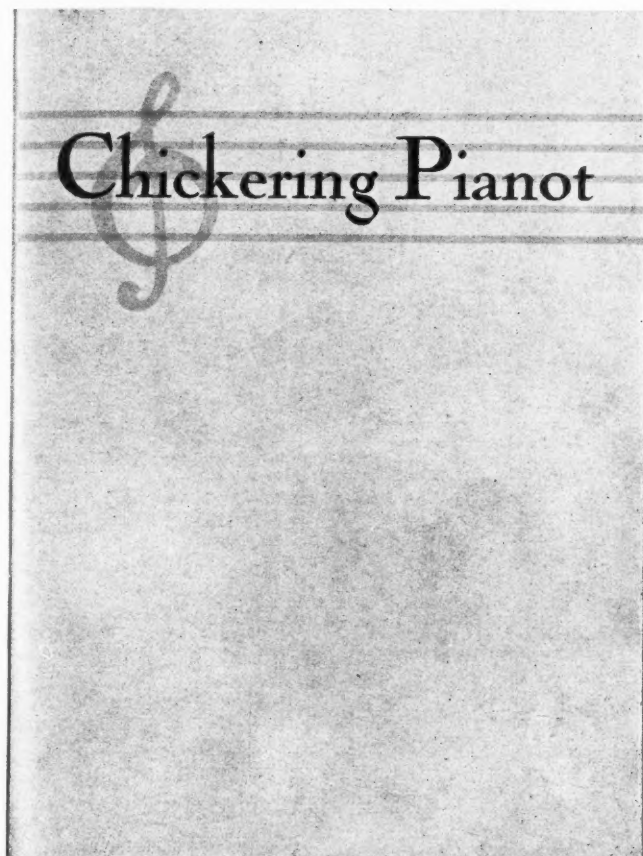

This house-organ cover was a beauty as it faced the engraver's camera—much more attractive than this reproduction indicates. Except for the conventional illustration of the geese the entire design, including the outline of that illustration, was printed in deep brown on light brown mottled stock. The inside of the illustration was in light green. The suggestion of a specially drawn design is given, so cleverly is the type equipment employed. By Homer J. Postlewaite Company, Hammond, Indiana.

ber issue printed mainly in gold on black stock is downright clever. The spot of light, yet strong, red appearing within the outline illustration of the two ducks (or are they geese?), gabbing away at each other, adds a most attractive touch. The text pages are quite satisfactory as set in that aristocratic Caslon face, legible, of course, too, but they are not so stylish as the covers, one of which is reproduced.

HAMILTON AUTOGRAPHIC REGISTER COMPANY, Hamilton, Ohio.—*Hamilton Activity*, your salesman's organ, is featured by too much rule and border ornamentation; on almost every page it detracts from the type. The name of the paper on the cover of the October issue is too small, both with respect to its importance as the title, and in proportion to the size of the page. Editorially, we believe there should be more helpful and interesting matter. Good paper is used throughout, which is a good feature from a physical standpoint.

In "First Impressions," William Bond Wheelwright has produced for Louis DeJonge & Co., of which concern he is in charge of advertising, a book that every printer ought to have. Not alone is it an example of the finest craftsmanship in typography and presswork, not, in addition, an exposition of the possibilities of a combination of those qualities on remarkably fine papers, but it is an interesting and authoritative essay on the subtitle, "The Psychology of Paper and Ink." In the production of such a book as this the DeJonge company not only makes a most effective presentation of the possibilities in the use of its product, but does an act of real service to the printers. Get a copy, it is well worth your while.

GINN PRINT, Fort Wayne, Indiana.—The booklet, "He Prospers Most Who Saves Best," is a very good piece of bank advertising. The typographic treatment, we think, is just a little dull looking, which causes it to lack complete effectiveness. Illustrations would help, as would also a livelier cover. The bands of border units across top and bottom of each page are not pleasing. If such bands were considered essential, as they are not, plain rules should have been used. Rule would not

TELLUSBORGS I. F:s
HÖSTFÄST
 Lördagen den 17 sept. 1921 kl. 8 e.m.
 ENTRÉ 50 öre. FRIDANS

PROGRAM
 Musik av T. I. F. Dansorkester
 Idrottstablå - Fyrverkeri
 Basarnöjen m.m.
 Rikt illuminerat!

Plats: Fotbollsplanen. *Kommitén*

Isidor V. Hallen, Stockholm, Sweden, is the designer of the two interesting specimens above. The cover on the left was printed in light blue tint and deep brown (type) on pale blue stock, while the card at the right was printed in black except for a pale yellow orange tint beneath the ornament.

exert so strong an influence on the eye of a reader and would thereby permit the type to get better attention.

ONE of the most interesting Christmas greeting cards that we have seen recently has been submitted by John C. Eichner, Baltimore, Maryland. The design, printed on the first page of a folder made of Strathmore deckle edge, follows the style of the fifteenth century missal or mass book. The pen and ink drawing, by which the design is featured, is done in a primitive wood cut technique. The type is Wedding Text with Cloister Black and Missal initials, tint blocks for which were cut from scrap type metal on a saw trimmer.

LAWRENCE PRINTING COMPANY, Greenwood Mississippi.—We consider that the main display of the large circular for A. Weiler & Co.—illustrating, describing and pricing Christmas and bridal gifts—is too weak from the standpoint of appearance, as it is too small in proportion to the size of the sheet. It is also weak from the standpoint of advertising, as it is too small to stand out to catch the eye and interest a recipient. That is the only serious fault with the circular, for the production of which Mr. Guidry, the typographer, is deserving of praise.

FROM Stockholm, Sweden, we have received a handsome portfolio of printing, entitled "A Few Specimens." They are the work of Isidor V. Hallen, A. B. Nordiska Kompaniet. The portfolio itself is a most ingeniously and attractively prepared piece of work. It is a hard bound folder like the back of a book, having flaps at front, top and bottom which fold over and hold the loose leaves, through slits in which the specimens are inserted and held in place. The back, or portfolio, is covered with a leather like paper on the front of which, in a blind stamped panel, the title is tipped. This label is printed mainly in a very deep olive, so near black that you don't "get" the olive at first—but it is a very pleasing color. The ornament between the two type groups of the label, a conventionalized ink ball, is printed in orange, and, on the India tint

stock used, the effect is wholly pleasing. The character and quality of the specimens can best be illustrated by the showing of them on this page. These pages have seldom been graced by more attractive work, although our reproductions are but a faint indication of the beauty of the originals, for

The Swedish-British Society
 Stockholm



Lady Windermere's Fan
 by OSCAR WILDE

Grand Hotel, Stockholm
 on March 8th, 1921, 8 p.m.
 Price: Kr. 5.—. Tax 0.50

Hallen, of Stockholm, also produced this attractive announcement card. Is it not a beautiful, dainty little thing?

the reason that the stocks employed were remarkably beautiful in themselves.

HARRY B. WAGNER, Charleston, West Virginia.—Your two blotters for the Kanawha Valley Coal Company, printed from the same design and the same colors but on two different colors of stock—pink and light blue—are attractive. While the effect is very good in both cases, we consider the one on blue stock the more pleasing, as the effect is softer, while the harmony is equally good. The colors, we forgot to mention, are deep olive green for the type, light blue for the rule border, and orange for the inner panel of dot border.

J. FOREST TUCKER, New Philadelphia, Ohio.—We're glad, once more—and after a long time—to have the privilege of seeing and admiring specimens of your typographic design. We note the same beauty of effect—the combination of pleasing types, simple arrangement, harmonious colors and attractive papers—that we admired years ago. New Philadelphia is one of those few small cities where as fine printing can be obtained as in New York, Chicago, Cleveland or in any other big town. Headquarters are at the Marsh Printing Company.

CALDWELL PRINTING COMPANY, Rome, Georgia.—Your desk calendar for October, scored in two places so that when folded it will stand up, is excellent in typography and display. However, the use of such a light yellow for the second and decorative color represents a very poor choice, as it is so faint that even the large and bold types printed in it are hard to read. Orange would have been in better harmony with the blue used for the bulk of the design and, being stronger in value, would have made the lines printed in the color far more readable than they are in yellow.

WM. F. FELL Co., Philadelphia, Pennsylvania.—The treatment of the set of window cards advertising fall and winter clothes for A. B. Kirschbaum Company, is novel, interesting and effective. The figures are drawn in bold technique and the six and seven color halftone printing gives strong but pleasing

SIE



ERZIELEN EINEN DURCHSCHLAGENDEN
ERFOLG BEI VERWENDUNG UNSERER
♦ MESSE-GROTESK ♦
AUF IHREN VERBE-DRUCKARBEITEN

ACTIENGESellschaft
FÜR SCHRIFTGIEßEREI UND
MASCHINENBAU
OFFENBACH AM MAIN

Jarman

m. fay engineer of

6 cyl. wonderful automobile,
will gladly show you :

the french masterpiece

p. t. o.



ORIEL BLOMBERGS NYA A.B

RIKS 71
TELEGRAMADRESS: ORIEL

Lindesberg

An International Typographical Exhibition. (Also see preceding page.)

Left — Advertisement from *Typographische Jahrbuch*, Leipzig, Germany, one of the national printers' trade papers which illustrates a characteristic style widely followed there. Lower right — Business card by Isidor V. Hallen, Stockholm, Sweden, which is likewise characteristic of that nation's typography, not greatly unlike the American style. Upper right — Here we have a representative example of French printing, done by that master, Coquemere, in Paris. Original in brown and black on rough brown hand made card stock with rough edges on all sides.

color contrasts. The large white spaces of the old Stratford rough antique paper on which the designs are printed add a great deal to the effectiveness and give a wintry atmosphere to the scenes portrayed. These cards are the sort that attract favorable attention in any store window.

AGAIN we acknowledge receipt of a handsome portfolio of printing from Coquemere, of Paris. Again we have enjoyed for almost half an hour the treat of inspection and examination. They are fresh, vivacious, colorful — nothing of the staid conventional about them. One would never tire of Coquemere printing, for every form is different. Come again, old friend, let us see more of you through your work. We'll wager Coquemere is just as interesting, just as pleasant as Coquemere's printing; we'll wager the printing expresses the man.

MEMPHIS LINOTYPE PRINTING COMPANY, Memphis, Tennessee. — Our compliments on the very attractive book, "St. Peter's Church Diamond Jubilee." The cover is decidedly pleasing, while the text pages are set in an attractive and legible style of type, which, surrounded by wide margins, makes a very good appearance. Presswork on the halftones, which feature the text, is clean and uniform throughout. There is not as much "snap" in them as we like, not as much contrast between the high lights and solids as there should be, but, apparently, that is the fault of the photographs or of the engravings.

IN the production of "Beautiful Children of Cleveland" the Britton Printing Company, of Cleveland, Ohio, and the company's general manager, that masterful master printer, Charles C. Doyle, have achieved something wholly remarkable as well as unique. It is a big book, the pages being 10 by 13 inches, and is almost wholly made up of halftone portraits of attractive children printed in brown from halftones 7 by 9 inches. Presswork is remarkable. The book is bound in limp leather, on the front of which the title is stamped in gold. It was printed for The Cleveland Topics Company.

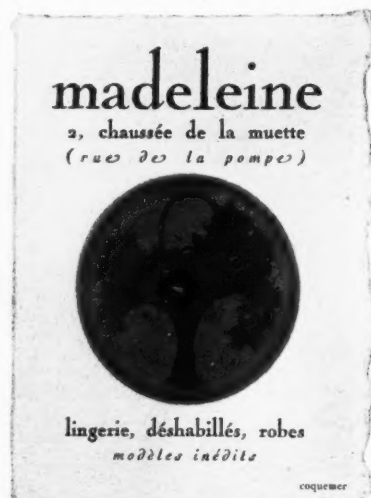
HENRY A. FABRYCKY, Brooklyn, New York. — Specimens are satisfactory in most respects. Design is generally good; the faults are of a rather unimportant nature. The effect of crowding apparent in the ticket for the Masquerade Dance of the Girls' City Club would be overcome by setting the address of the hall in lower case. As it is the two lines of caps at this point are so closely spaced that they

create the effect of congestion which affects the entire design. Swash italic capitals are desirable only to begin words. They look very bad when used for an entire word as in the line, "Groceries," on the letterhead which you produced for The G & G Store.

DEMAY PRINTING COMPANY, Jackson, Michigan. — Your blotter house-organ, *The DeMay Way*, is interesting in makeup. All the items, we notice, are about your business — about printing. Even though you have room for very little matter, we believe it would pay you to insert a few items of general interest — or a joke or two — to insure that your own matter will get a reading. To our way of thinking, it would be better publicity if all the text matter, save one or two items, were of general news interest. That one item, or those two, would do much more good than all of them do at present, for they would get read oftener and in better spirit.


THE PIERCE PRINTING COMPANY, Fargo, North Dakota. — The three mailing pieces for Magill & Co., coal dealers, sent out to stimulate the purchase of coal during the summer season, are interesting and attractive, and should have proved influential as advertising. Doubtless the campaign also created a greater interest in coal as a commodity, which, as you state, was one of its objects. Your "Advertising Service Department" is to be commended for the excellence of this campaign from a publicity standpoint, while the printing department has contributed its best in giving the several pieces an interesting and inviting appearance through good typography and presswork.

BARKER BROTHERS, Blackstone, Virginia. — Considering the fact that your type equipment is not choice, that you do not have stylish type faces to work with, the specimens sent us are commendable. Display and arrangement are generally good and that is the main test of one's ability, although the selection and use of good types is an index, too. Presswork is not "up to snuff," but we are not surprised — in fact, we marvel that it is so good when



Interesting card by our friend across the sea, Coquemere. The several colors in the ornament were painted in by hand.

TICONDEROGA PAPERS FOR EVERY PRINTING PURPOSE



ATLANTIC PAPER COMPANY
1011 CHESTNUT STREET
PHILADELPHIA

THE following Ticonderoga grades are carried in stock in Philadelphia for immediate delivery, in various sizes and weights: Special Magazine White, Eggshell White Wove, Eggshell White Laid, English Finish White, Machine Finish White.

TELEPHONES: WALNUT 5128-5129, RACE 1796

THE Ticonderoga Pulp & Paper Company announces the appointment of the Atlantic Paper Company as sole distributor of its complete line of standard book papers in Philadelphia and vicinity. The Ticonderoga line is well known to successful printers and lithographers everywhere as one of the reliable standard lines of paper. It comprises special magazine, eggshell antique in wove and laid finishes, English finish, school text, colonial offset, machine finish and music papers. The Ticonderoga Papers by actual testing will show superior bulking qualities over most other papers. This means increased value, because postage is reduced and actual pounds of paper are saved; the three other qualifications are amply proven by demonstration. Very unusual surfaces are found in these papers. There is no pronounced high surface which causes the glare that is so objectionable; surfaces are dull, and the Antique finishes are free from the usual fuzz and dust that create trouble in the press work. Ticonderoga lines also include Ticonderoga's Special Cover, which has exceptional wearing qualities, and will withstand the hardest usage. In printing qualities, it will give all the good results usually found in coated paper as to finest multi-color processes, with the advantage of evenness in surface, and for economy in postage will bulk equivalent to coated paper 15 to 20% thicker in weight. Ticonderoga Papers are not new papers; they have been on the market for years and have stood the test invariably. To try them seriously means to become a permanent user of them. While the papers are very moderate in price, quality and beauty are their main selling points, and offer a means positively of doing a high-grade piece of printing at an economical figure. In appointing the Atlantic Paper Company as exclusive distributor of these papers in this vicinity it was sought to give them a wider distribution and to bring them into more general use. The personnel of the Atlantic Paper Company comprises men expert in dealing with book paper matters. Their professional experience is at the disposal of printers in this territory desiring assistance in the handling of paper problems. Whether your requirements be for a few reams or carload lots, be assured that here is a paper house desirous of rendering you real service.

Spread of folder, page size 9 by 12 inches, by one of America's leading typographers, William A. Kittredge, Philadelphia. Original in light blue and black on white antique stock.

we consider that it was done on a hand press and that you have had comparatively little experience in the business. Read some of the many good books available on the subject of printing, particularly typography, and you will hasten your advancement.

LEVI L. SMITH, Kansas City, Kansas.—Business cards submitted by you are remarkably interesting and attractive, due to their unconventional display treatment. They are the more effective in a publicity way because of their unusual design as well as because they are printed in colors.

WILLIAM A. KITTREDGE, Franklin Printing Company, Philadelphia, Pennsylvania.—The folder, "The Atlantic Paper Company Now Sole Distributor of Ticonderoga Papers in Philadelphia and Vicinity," is one of the most pleasing and effective examples of fine typography we have seen recently. Caslon typography with attractive and appropriate decoration, skillfully employed, on the beautiful white antique laid paper leaves nothing for the lover of fine printing to desire. The inside spread is reproduced.

CLAY PRINT SHOP, Lewiston, Ohio.—While your letterhead, featured by an ingeniously designed and printed panel representing a sign board, has some interest value, it takes up too much space. In view, also, of the fact that most business men would not care for a letterhead of that sort we doubt its value to you in getting their business. Such typography is out of date, rather the style of which it is representative ran its course a long, long time ago. For letterheads and other small commercial and correspondence forms light face types should be used because of their greater beauty and refinement, and because the excuse for the use of bold face types, display strength, does not exist on such small forms.

TREMONT PRINTING COMPANY, Bronx, New York.—Your letterhead is quite satisfactory. The blue tint used for printing the cut of the linotype machine, which appears under the type of the main

group, is slightly too strong. The two groups at the sides of the main group, which outline the kind of work you specialize in, seem a little small in relation to their display importance. The blotter is not bad, yet it could be more attractive. The three lines of the firm name should be squared up instead of "stepped," and the lines at the bottom are too

narrow to balance the design and give a nice distribution of the white space.

THE SANFORD PRESS, Faribault, Minnesota.—Your circular soliciting the printing of Christmas greeting cards is quite satisfactory for the purpose. While the atmosphere is good, the type used for the text matter is not a readable face, especially in the small size employed. There is plenty of space so that a larger face of type could have been used for the body. The rules finished off with four geometric squares at either end of the line "From the Shop of" detract from the general effect. These should have been eliminated and the signature placed higher, for, as located, it crowds the border at the bottom too closely. In comparison, also, with the marginal space at the sides of the signature an ill effect is created because of the great variation in the marginal spaces around the bottom.

GEORGE W. KINNARD, Pittsburgh, Pennsylvania.—Outstanding among the many specimens in your latest collection are the booklet, "The Harwood R. Smith Company," and the folder, "How a Big Commercial Bank Operates." In the former, the beauty of the Kennerley type is shown to advantage in the large size used for the body, eighteen point, which is admirably set off by very wide and well proportioned margins. The ornament throughout is in good taste and harmonious. In the folder the features that make it score are the Kennerley type face, virile display, white space that adds a lot of force and the use of striking circular halftones across the top and a strip of motion picture film across the bottom. Both are notable specimens of high grade typography.

MULE B. ROSE, LaFayette, Indiana.—Our compliments on the attractively designed and printed business card for the LaFayette Welding Company. The one weakness is in the letter spacing of the line "Let Us Serve You," which weakens its display strength, breaks up the uniformity of tone on the

G. B. MITCHELL Painter
TELEPHONE DREXEL 1749
Paperhanger
Interior
Decorator

1948 NORTH FIFTH STREET
KANSAS CITY, KANSAS

Home Harrison 7467

ADVERTISING COMPOSITION

LEVI L. SMITH
329 Sheildley Building
KANSAS CITY, MO



Interesting and informal business cards by Levi L. Smith, Kansas City, Missouri. The Mitchell card was printed in green and brown (type) on buff stock, while Smith's card was in dark gray and orange (rule) on gray stock.

card and makes the contour of the central group, of which it is part, displeasing. The card for the "Children's Hallowe'en Masquerade" is pleasing in general because of the good type faces used, but the tapering out from top to bottom of the type group, which is narrower at the top than at the bottom, makes a displeasing effect and an unattractive distribution of white space at the sides. Type groups should taper down from top to bottom instead of becoming wider. The pyramid should be inverted, i. e., with the widest part at the top, if the most agreeable appearance is to result.

From the Yale University Press, New Haven, Connecticut, we have received late issues of "The Shepherdes Calendar," issued monthly. As adaptations of typical old style Caslon typography these calendars rank high, and are, in addition, very interesting, as the one reproduced demonstrates. All are printed on hand made paper, a different color being used each month.

HERBERT MILLER, Boone, Iowa.—Specimens are very good examples of average quality printing, although some are considerably above the average. The best specimen in the lot, we think, is the booklet, "Year Book of the Boone Woman's Club," the cover of which is a simple Caslon design printed in deep blue ink on light blue Sunburst cover stock. The text is attractively set, too, and the antique stock of good quality, with ample margins, makes that part pleasing, too. The various menu covers represent good display and arrangement, while the folders for the bank are likewise of high quality. All the pages except the title of the folder program of the high school graduation exercises are good, but that title is made displeasing and difficult to read by the use throughout of capitals, closely spaced. Flossy swash capitals are excessively used at the beginning of words in letterheads.

JOHNSON BROTHERS, Monroe, Washington.—The simpler specimens are the more satisfactory. Not at all surprising is the fact that the best specimens in the collection you have sent us are those composed in Caslon. That face of type does not suggest weird arrangements as does the Parsons. The card for Johnson Brothers does not seem to "hang together," the various units being so dissimilar. They are of such shape, also, they don't appear to fit the card, which should be more nearly square to accommodate the design nicely. White space is poorly distributed. Parsons set wholly in capitals, and then letter spaced, as on the letterhead for O. E. Williams, looks very bad indeed. A light brown instead of the bright strong yellow should have been employed as the second color on your own letterhead, as the large linotype cut stands out too prominently as printed in the yellow and is confusing as one reads a letter typed over it.

JOHN EDWARD COBB, Minneapolis, Minnesota.—Your letterhead is, of course, satisfactory. Considering that you are an exponent of good typography and want your letterhead to bear impress of that fact, we believe something a little less commercial looking and a little more dignified would be more suitable. The geometric squares printed in red in the four corners of the lithotone border, which surrounds the sheet, do not suggest the craftsman and cause the design to border on the so called ginger bread variety of printing design. The border itself seems out of place. We consider the group, "Printing, Plans—Specifications—Estimates," somewhat too small and do not like the use of the ampersand in the secondary display. Nor do we particularly like the fact that this secondary group is squared. The made up ornamental device beneath the main display is, of course, not suggestive but serves as a medium for the second color.

FROM THE CLOISTER PRESS, Limited, Heaton Mersey, Manchester, England, we have received two booklets, "An Advertisement" and "The Distinguished Result," which are as unusual as they are excellent. Each is one in a thousand among all the specimens that we receive, in so far as all around merit is concerned. The covers have quite "got" the writer. The papers, we believe, are hand made, but over one side—the outside—an all over pattern is printed rather roughly like wall paper printing. In the case of the first named booklet the printing on the cover paper is solid in red with stars printed in gold at intervals of one-fourth inch over the red. On the second book this pattern is made up of diagonal lines across the page spaced about one-half inch apart—forming diamonds when considered vertically—inside which heart shaped units, roughly patterned, appear. This pattern is printed in deep green only. On both covers the title is printed in a border panel on a label, which is tipped onto the cover page near the top. The text of both booklets is in Goudy Old Style, delightfully line and

letter spaced, on rough, hand made paper. These booklets are achievements in the art of printing of which their designer and producer are justified in feeling proud. We hope, in view of our uncertainty as to the manner in which the covers were produced, our friends across the water will spare the time required to enlighten us so that we can later pass the information on to our readers.

CARROLL-SMITH COMPANY, Houston, Texas.—The blotter, "Printing," and the folder stuffer, "Greater Houston and Adjacent Territory," are excellent. The listing of Houston's industries under the head "Facts About Your Town and Mine" makes a

the pages measure 9½ by 13 inches), "High Class Printers." And such a display of fine printing made by the half-tone covering the inside spread! A hundred or more catalogues, advertising booklets, etc., grouped thereon, all plainly "high class," carry a mighty strong impression. Certainly this folder, or book—whatever you call it—will bring in business, good business, and lots of it. Just to give our readers an idea of the quality features that make it a consistent quality production, here are the specifications: Cover, hand made Roma (gray); type pages, Strathmore Japan, natural, plate; type, thirty point Bodoni (monotype); ornament, Mergenthaler Bodoni decorators; workmanship, York.

STANDARD PRINTING COMPANY, Tulsa, Oklahoma.—Specimens, generally, are of fair grade; nothing to be ashamed of, nothing to boast about. The outstanding weakness is in most instances an excess of typographic ornament, an example of which is found on the inside spread of the booklet, "American Association of University Women." Here, you will note, there is more decoration—rules, borders and ornaments—than there is type matter. Certainly, you can see that the ornamental features detract from the type. The two blotters, "A New Tulsa Enterprise" and "The Solution of Your Printing Problems," are superior to the two entitled "There Is a Way to Combine Attractiveness with Utility" (which, by the way, is not an example of such a combination) and "When You Want Printing," for the reason that in the two first named the arrangement is not so complex and because they are not so crowded with big type and ornament. Lines arranged diagonally in a small rectangular panel look bad because of the irregular massing of the white space incident thereto. White space, moreover, is poorly used in the two last mentioned, whereas it is used with purpose in aiding emphasis in the first two. Letterheads are quite good, the two for your own firm being particularly attractive, while the one for Gray & Co. is pleasing in general, in spite of the lack of harmony between the type faces used, all because the arrangement is good and because the colors—black and gold (for trade mark)—look neat on the gray stock.

THE VASE PRESS LIMITED, Thrapston, England.—The Vase (No. 7) is interesting. There is an effect of weakness in the cover design on account of the fact that the border is made up of many small vases, each pronounced enough as a unit to become a force of attraction to the eye. A one point rule around the outside and inside of these vases—even around the inside only—would unify the border and eliminate a great deal of the weak effect. Considering the size of the border, the type of the title seems a little small, although it is large enough from all other standpoints, i. e., in legibility, in proportion to page size, etc. Another thing we do not like about the type group is the fact that the third and last line is full length. In view of the fact that the first line is very short and the second and third lines of equal length, the group is visually wider at the base than at the apex. This invariably creates a displeasing effect in typework, wherein the inverted pyramid is probably the most pleasing and interesting form in which type can be arranged. The bad effect alluded to could have been overcome by setting only the word "number" in the third line, centering it under the word "Vase," and by using the figure "7" instead of spelling out the word "seven" for the fourth line, centering it also. This would make the contour of the mass pleasing and more interesting, too. We note that on the very interesting text pages there is entirely too much space around the initials. Lines after the first one alongside the initial letter "T" should be set flush with the first and not indented, as is the rule, and as is proper in the case of square initials. An exception must be made in the case of "T," "W," etc., for the reason that there is considerable white space on these letters. The reference above should suggest how other initials that are not square sided should be treated. Stationery forms for The Tyzown Boot Company are quite attractive. The very pleasing shade of brown bond stock used is printed appropriately in a deeper brown ink, and, as the design is pleasing and attractive, the effect is excellent. The fact that the same type is used on all the different office forms—and that there is a similarity in their arrangement—is an advantage from a publicity standpoint. Being similar, the impression made upon recipients is increased. The only criticism of an adverse nature that we have to make is that the lines on letterhead and invoice are rather too closely spaced. An additional lead between all the lines except the small ones in the corner would help materially.

"THE SHEPHERDES CALENDER"

(EDMUND SPENSER 1579)

June



(REPRODUCTION OF A SIXTEENTH CENTURY WOODCUT—SEE IN TWILIGHT ILLUSTRATION SPENSER'S "SHEPHERDES CALENDER")

ARGUMENT

This Eclogue is wholly devoted to the celebrating of Colin, all access to his love. For being (as in effect) enamoured of a Country lass Rosalind, and having (as verily) found place in her heart, he lamenteth in his deers friend Balianus, that he is now forsaken unfaithfully, and in his steede Menalcas, another shepherd received disloyalty. And this is the whole argument of this Eclogue.



THE YALE UNIVERSITY Press specializes in the production of catalogues, pamphlets, invitations, announcements, programs, and other printed matter used by educational institutions. The equipment of its Printing Plant was especially selected to meet such exacting requirements.

JUNE 1921

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

The PRINTING PLANT of the YALE UNIVERSITY Press, New Haven, Connecticut

Here is a real Caslon page, the style of typography and on the kind of paper, hand made, where no other type seems to fit so well—if, indeed, there is a better face anywhere. Yes, indeed, you guessed it—the writer is a "Caslon man." This monthly calendar is produced by the Yale University Press in its own plant.

mighty good showing and is something that almost any business man will take the time to read. Incidentally, readers are bound to get a good impression of the wide awake printers who issued the folder. The blotter, copy for which is made up of the word "Printing" in big type across the top—the nine-inch way—and the firm name, address and telephone number in smaller, yet large, type across the bottom, represents ideal blotter copy, as it not only conveys a message on first reading but continues to "flash" that message every time it comes into view. Blotters with more involved copy that will get themselves read once are not so likely to be read over and over again as will one of this kind.

YORK PRINTING COMPANY, York, Pennsylvania.—Handsomeness! Impressive! Mechanically, perfectly executed! Seldom do we see such remarkably fine printing as your folder (we can not call it a booklet, for although there are eight pages in the body

COST AND METHOD

BY BERNARD DANIELS

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage.

Are You Growing?

These are stirring times and many printers are feeling satisfied with themselves if they manage to split even and are decidedly optimistic if their semiannual statements show a slight profit.

This is all wrong. A live healthy business should make continuous growth, even though less rapid at some times than at others.

There is more danger in not growing than in being over-sold. The danger from not growing is in proportion to the opportunities that exist for growth.

Growth does not mean increased volume of business at lower prices so that the gross sales are a little greater and the net profits considerably less, nor does it mean increased sales and just the same total profit as with the smaller business. Neither of these conditions is beneficial, for both simply mean a destruction or wearing out of the plant without proportionate return.

The right kind of growth is growth in proportion to the opportunity business conditions present and at prices which afford a legitimate profit on all the business.

Yes, it is possible even in times of depression to make healthy and permanent growth, if you exercise the right kind of salesmanship.

Dividing the Pay Roll

"How shall we divide or distribute the cost of the foreman and the proofreader over the departments in a small printing plant?" asks one who is evidently in difficulty with his partner over the division.

The plant being a job plant, and the work naturally consisting of a little of everything, the foreman is probably general utility overseer for the whole works, while the proofreader's work is much simpler and really affects only the composing room, even though he has to O. K. press proofs at times.

Therefore, the pay of the proofreader should be included as an integral part of the composing room pay roll, unless there are composing machines and it is desired to keep the proofreading for them separate, as it should be. In the latter case it would be easy to average the time spent in reading for the machines during six months or a year and divide the proofreader's pay in that proportion between the jobroom and the machines, or he could keep his time ticket so as to show which department he was working for and the division could be made by actual records at the end of the month when making out the 9H report (the monthly summary).

The foreman in such a plant, being really a factory superintendent, his salary should be carried in the column headed General Factory Overhead, and thus divided with the other overhead expenses of the manufacturing departments, though in some plants an arbitrary division is made to the various departments according to the amount of his time that is supposed to be given to each. For instance: Composing room one-half, pressroom one-third, bindery one-sixth; but this is

never exact and is always open to the question that one department has been unfairly loaded while the carrying of it into the factory overhead and dividing it according to the department totals is logical and as near exact as is possible.

In a larger plant there would be subforemen in each department and the foreman then becomes superintendent, and the factory general expense column is the only place in which his salary can be accurately divided.

The Cost of Doing Without

It certainly is an expensive proposition to keep a printing plant up to the minute mechanically; but the cost of letting it get behind in the competitive race for efficiency of machinery against mere labor is still greater. The printer who uses old methods and obsolete machinery, and endeavors by makeshift to keep up with his wiser competitors who are properly equipped for the work they are handling, is sure to have a very hard row to hoe.

It costs more to slip sheet jobs on a two roller press than it does to pay the higher maintenance cost of a four roller machine, and besides the savings of the latter will soon pay for the machine. It may seem like economy to buy the two roller press at a thousand dollars less, but in the end, more money will be spent in trying to equal the work of the better machine, or more lost in the lower prices that must be taken for lower grade work before the press is even half worn out.

It costs money to install the best modern typesetting machinery and accessories for making type for hand composition, but the cost of doing without it and buying and distributing type will be far in excess of any supposed saving in first cost.

It costs real money, and lots of it, not only once but every day, to do without the best modern equipment in a printing plant — large or small — and printers are finding this out. This applies to any business but more especially to printing, where the cost of running a modern up to date composing and press room is fully twenty per cent less than that of the plant with the machinery and material of twenty years ago, or even ten years back.

Outside Investments

Andrew Carnegie once said that he "never could understand the business man or manufacturer who hunted around for six or seven per cent investments for his money." "There are," he said, "few factories that will not pay a profit of ten to fifteen per cent on an investment in new machinery to replace worn out junk."

Printers should take this to heart and keep their plants in first class condition before robbing their working capital for outside investments.

There are few legitimate investments that pay better than a well managed printing business. Under average conditions it should do a business equal to from one and one-half to two times the amount of the invested capital. Upon this it should make easily a profit of ten per cent.

As six per cent interest on the capital is provided for in the cost system as part of the fixed expenses of the plant, this additional profit would mean from twenty-one to twenty-five per cent on the investment, according to the amount of business done. It is not possible to do as large a business proportionately with a very large plant as with a moderate sized one, but recent surveys show that a number of well managed large plants make nine per cent on sales, equaling one and one-third times the invested capital, which gives a profit of eighteen per cent on the investment.

Think this over before you cripple your business by making outside investments at the expense of your working capital. The great trouble has been that printers have been going largely on borrowed capital and have considered only the net profits on the sales as a proportion of the gross sales. Even taking this method the printing business is profitable, as it will give from seven to fifteen per cent profit on sales, according to the size of the business, and that is from ten to twenty per cent on the invested capital in excess of the interest paid for it.

Do not invest outside where you have no control of your money while you can get more for it in your own business.

The Cost of Misunderstanding

One of the costs of doing business which is more particularly important to the printer than to almost any other business man is the cost of misunderstanding in taking and entering orders from the customer and in passing his instructions on to the workrooms.

In most cases the customer knows exactly what he wants, though he may not be familiar with the technical words to express his idea clearly and make the salesman or order clerk understand.

Naturally, it displeases a buyer to receive something different from what he expected and thought that he had ordered and explained to you.

This cost of misunderstanding is much greater than most printers realize, because there is no provision made in the cost system for showing it in the records; therefore, it finds its way into the spoilage account or to the column set apart for allowances and discounts, or sometimes into both.

The cost of misunderstanding goes into the spoilage account only when the dissatisfaction of the customer reaches that point where he insists upon the work being done over. It goes into the allowance column whenever the salesman or proprietor is able to persuade the customer to use the goods at a reduced price, and the balance is charged to that section of cost, and even then it sometimes slips over into the cost of selling. But this is not all the cost. There is nothing to show the cost of the time wasted in trying to make the job over in the proof because of the wrong or inadequate instructions to the composing room, nothing to show the cost of the office and sales time used in trying to persuade the customer to accept the job, and nothing to show for that greatest loss of all—the customer's confidence and good will.

What is the cause of this unwarranted cost? Why are not the customer's idea and desire properly passed on to the office and composing room and other departments?

There is just one answer to this. The salesmen and office people are entirely too confident that they know more than the customer as to what he wants, and so they do not take enough pains to verify their understanding of his desire and are too lazy to properly enter all the details of the job on the order form so that there will be no room for misunderstanding.

Only a short time ago we were called upon to arbitrate a dispute between a printer and his customer regarding such a misunderstanding. The standard cost system was used in this plant and there was an adequate order blank and job ticket to carry the instructions but the majority of the blanks on that ticket which might be considered as referring to that job were ignored—not even ticked to show that they had been seen and

considered as not important. Beyond the size, number of pages, color of ink, weight of paper, and color of cover paper practically no instructions were given—not even the address to which the goods were to be delivered.

The customer had indicated a preference for a certain face of type which had appealed to his fancy in another job done for him by this printer, but it was not written in the instructions, and the foreman decided that the job would look well in Caslon, and had had it set in that letter. The customer had requested wide margins with a red line half an inch from the edge of the paper all around each page, but it was set in a wide measure that would not allow for the border without resetting. Without consulting the customer the job was printed on a larger size paper to give room for the line which he insisted on. He had requested that the heading on the first page be so set that when the circular was folded in three this heading would appear complete and alone on the upper third. This was entirely ignored, and as the proofs were shown on large sheets the customer did not note it in time to have it corrected.

The dispute occurred when the printer insisted on charging for alterations and the extra paper, after persuading the customer to accept the job. How would you have decided?

It may take more time to enter orders correctly and with full details, and it may require a little higher grade of salesman and order clerk to tactfully draw out the customer and get all the details of his proposed job, but it should be the inflexible rule that every blank on the order sheet should be properly and definitely filled out when the order is taken, or a note made that this detail will be supplied later, and the order should not go into the workrooms until all the details have been determined so that definite instructions can be given to the workmen in writing. It should be an inviolable rule that no verbal instructions be given with any job. If the salesman or order clerk is too busy to write them let him dictate the information to the stenographer and have it written out as a supplement to the job ticket and firmly attached with paste or glue—not pins.

When the order is entered it should be done so that a carbon duplicate is made and forwarded to the customer with a notification that unless he advises of any errors or changes within a specified time he will be charged with the cost of making such changes at a rate proportional to the rest of the work.

This would drive away trade? No desirable customer would take offense at this palpable effort to help him get what he desires, and it would prevent the major part of the cost of misunderstanding and the driving away of customers because of failure to fulfill their wishes when they feel that they have plainly expressed them.

Of course, some ideas that buyers of printing have are impracticable, if not impossible, of being put into type and some are so indefinitely expressed that it is difficult to know just what is wanted.

Right here listen to the words of an expert sales manager to his force: "You must do more than influence the customer to put his name on the dotted line; you must find out just what he wants and that it is possible for us to give it to him and deliver the goods when and where he wants them. Unless you do this your work as a salesman is only half done."

If printers would just start an account headed the cost of misunderstanding, and faithfully and honestly charge to it all the cost incurred for that reason, the total would surprise them at the end of the year. It would surprise them so mightily that they would at once start something to prevent future misunderstandings as far as lies in human power.

In the case mentioned above it was found that the cost of this misunderstanding was just five per cent of the total profits for the year. Perhaps it would make a difference in the care you take to avoid these things if you looked upon them from their relation to the net profits of the business.

Collectanea Typographica

By HENRY LEWIS BULLEN

That thing which I understand by real art is the expression by man of his pleasure in labor. I do not believe he can be happy in his labor without expressing that happiness; and especially is this so when he is at work at anything in which he specially excels.—William Morris.

* * * *

A Franklin Item

IN the biography of Franklin by *Collectanea* in the October issue of *THE INLAND PRINTER* a reference was made to the large sum paid in recent times for a copy of his pamphlet, "Dissertation on Liberty and Necessity, Pleasure and Pain," written and printed while he was a journeyman printer in London. The data was not accessible at the time of writing. The auction sale took place on June 6, 1913. The price paid was \$5,025. In 1850 this identical copy was bought at auction for 62 cents; since then it had been sold at auction three times. Everything that Franklin's hands have touched is now very precious.

* * * *

Education of the Apprentice in 1834

THE first attempt to establish a school of printing was made in Washington, D. C., in 1834 by Duff Green, printer to Congress and proprietor and editor of the daily *United States Telegraph*.

Green issued a prospectus of "The Washington Institute," in which it is proposed to educate two hundred boys, between the ages of eleven and sixteen, who "will defray the expense of their education, board and clothing by laboring in a printing office." Each boy each secular day was to labor at printing eight hours, devote five hours to study and have eleven hours for refreshment (meal hours), recreation and sleep. The eight hours of labor were to be given in return for his board and clothing and education. Each student was to be presented with a Bible, which he was "to take as his guide and counsellor." It was to be part of his duties to peruse the life of Benjamin Franklin, in connection with which he was to be informed "that the highest honors which his country can bestow are open to his ambition,"

and "that the purpose of the Institute is to qualify him to fill them." A price was to be determined as covering the expense of education, board and clothing, and stints were to be fixed which would

as an independent freeman, to purchase and stock a farm in the rich lands of the West." There was no provision made for pocket money or any other immediate remuneration during these years of servitude. Probably the boy's parents were expected to tip the boy. They were expected to pay for medical attendance, and if a boy was dismissed "on account of insubordination, misconduct or bad health," he was to be returned to his parents, carrying away with him, not any part of the loan fund, but "the spirit and feeling of a freeman, who will act as becomes an American citizen," for "the aim of this school is to so educate men, that they may have intelligence to think for themselves and independence to act up to the principles which their judgments have approved."

Each boy was to receive "instruction in the languages, arts and sciences, and all that he could learn at the best public institution within his reach," for which purpose "competent persons were to be employed," and for this and other benefits the full cost was to be paid by the labor of the boys, which was estimated to bring in annually \$15,600 a year.

Green proposed to furnish the plant in which these boys were to receive instruction. He owned a printing plant which he valued at \$50,000. He published a daily newspaper, a magazine of polite literature, the *Medical Register* and the *Jurist*. He estimated that two hundred boys, with a few instructors in printing, could print these publications, as well as help on the printing for Congress and all other printing then done in Washington (there being in that city at that time only two hundred journeymen printers), pointing out that "the wages for journeymen are from \$9 to \$15 a week, while the expense of a (non-wage receiving) student would be about \$4 a week—upon an average the relative labor cost is as \$1 to 66½ cents." To purchase land and buildings to house these boys, \$30,000 was needed. Two hundred subscribers to Green's publications were expected to pay \$150 each in advance and to accept as interest in perpetuity annual subscriptions to the three publications, which at \$30 per



Sir Samuel Egerton Brydges, born 1762, died 1837, owner of the famous private Lee Priory Press, in Kent, England, in which many books were printed in fine style at great expense just for fun and not for sale.

be equivalent in each week to those expenses. Anything a boy might earn above his stint, by speeding up or by working overtime, in excess of thirteen hours, was to be credited to the boy to form a fund to be paid to him when he became of age, which fund was to be loaned to him at a reasonable rate of interest, for the purpose of enabling him to enter upon business for himself, by starting a weekly newspaper in some newspaperless town. It was estimated, in this precious prospectus, that a boy entering at the age of eleven might have acquired at the age of twenty-one the sum of seven hundred and twenty-eight dollars, "A sum sufficient to set him up in business as an editor, a lawyer, a physician, or if he prefers to plant himself

annum for the three would repay the donating subscribers twenty per cent interest.

As the students reached the age of twenty-one they were expected to take themselves and their loan (to be repaid in instalments) and their fund of exalted citizenship and scholarship to the "rich lands of the West," leaving Washington's typographical requirements to be furnished by a new band of ardent juveniles. Strange to say this impudent "gold brick" proposition gained the approval and support of several other master printers, but the adult working printers of the United States, under the leadership of Columbia Typographical Society, and the aid of congressmen opposed politically to Green, defeated whatever prospects this scheme of vocational training, with added profits to the employers, might have had, the journey-men printers being apparently oblivious to its moral grandeur. This was, however, the beginning of the employment of boy labor in the printing industry, a practice which disgraced the master printers as a body for many years. *Collectanea* remembers many printing offices "manned" by boys, who as quickly as they began to earn and demand half the pay of a journeyman, were discharged into the ranks of the half taught incompetents who owed their unfortunate status to the callous selfishness of their first employers.

Duff Green, when he issued this impudent proposal, was making a fortune from government printing contracts awarded to him in payment for the use of his influence in his various periodicals. Born in 1791, in Kentucky, he served as a soldier in the war of 1812, became a colonel of militia, an editor, proprietor of a line of stage coaches, and practiced law. He arrived in Washington in 1825 and purchased the *United States Telegraph*, which he used entirely for partizan purposes.

Since Duff Green's time there have been schools of printing started in the interest of cheap or of non-union labor, each adding to the ranks of the incompetent. No vocational school of any sort can be effective unless it is operated primarily in the interest of the boys.

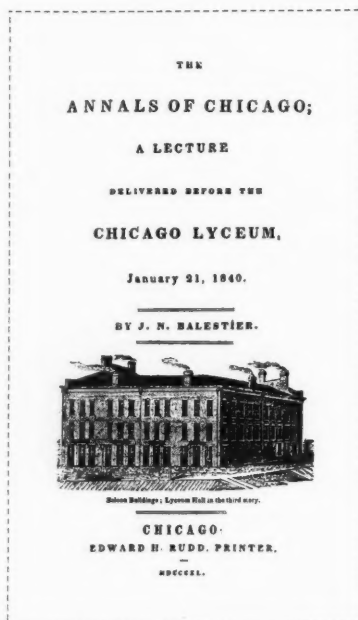
* * * *

Don't Stop

When some one stops advertising, some one stops buying. When some one stops buying, some one stops selling. When some one stops selling, some one stops making. When some one stops making, some one stops earning. When some one stops earning, some one stops buying. Keep the printing presses going.—*Parry's Pickings.*

A Suggestion to Ambitious Young Printers

WHEREVER you may be, send for the prospectus of the Melton School of Printing, 1923 Main street, Dallas, Texas, founded by W. F. Melton. Mr. Melton's method is intensive instruction by correspondence with his students, each lesson based upon a composition done or submitted by the student. It is a plan often pondered by *Collectanea*, and has immeasurable pos-



A Chicago title page of 1840, with view of the Saloon Buildings, in which Lyceum Hall was housed in the third story. How many printers remember this building?

sibilities. Mr. Melton is a successful master printer, whose good typography has had national recognition.

* * * *

Services That Are Permanently Valuable

He who calls in the aid of an equal understanding doubles his own; and he who profits by a superior understanding raises his power and increases his influence.—*Burke.*

WISE men endeavor to associate with wiser men and do not neglect to associate with the wisdom of the ages through books. The printing houses are well supplied by smart men, pushing men, keep the pot boiling men, but at the end of each year the marvelous thing is how little these men have to the credit side of actual achievement in improving the reputation of a house. They hold down jobs which would have been equally well taken care of by another recruit from the army of the flashy, superficial and unthorough. Let each man take an account of his work year

by year and ascertain whether or not he has achieved anything of permanent value that may go on profitably if he were removed. In the lives of most smart men, the answer will be adverse.

* * * *

THE commonest form of advertising is by the store sign. Signs usually establish the status of a store. Unless you are a cheap man, you will avoid the store with a crudely lettered sign and will search for a store with good lettering on the sign. Reader, ask yourself if signs haven't kept you out of many stores and urged you into other stores. And in a more decisive way the buying public is influenced against an article by crudely devised advertisements or by expensive, vulgarly composed, overdecorated advertisements. Much of the most expensive printing is so poorly composed that it dissuades rather than persuades. So, again, the store or theater that is plastered lavishly with glaring expensive signs is the one which sensible persons avoid.

* * * *

ADVERTISING is increasing tremendously in volume. Therefore, to be noticed, advertising must be increasingly better in quality. A man who may be a notable in a small city may be obscure in a great city. To be notable among a hundred thousand advertisements requires a better effort than to be notable among five thousand.

* * * *

THERE could be no greater proof of the effectiveness of direct by mail advertising than the fact that some of the most prominent newspaper and magazine publishers, in endeavoring to increase the number of their advertisers, constantly make use of direct by mail advertising methods.—*Graphica.*

* * * *

We collect printer's autograph letters, as others collect the autograph letters of crowned heads, and we find the printer's letters much more entertaining. A crowned head is usually an accident. A notable printer is in a profession which makes him, perforce, a benefactor.

* * * *

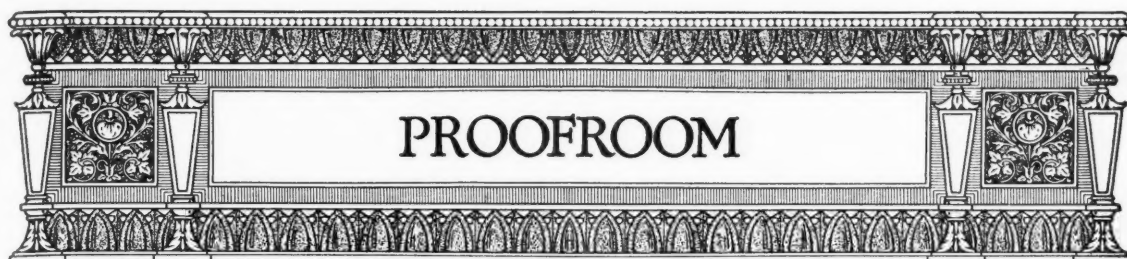
The day of the typographic artist is coming. Pretty soon his work will be the only thing that anybody can afford to buy.—*The Informant.*

* * * *

The first advertisements of coffee (May, 1657) and of chocolate (June, 1657) appeared in the *Public Adviser* of London.

* * * *

If you are a master salesman, a printer can increase your power a thousand fold.



BY F. HORACE TEALL

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Grammar Questioned

G. H. L., Waterloo, Iowa, asks: "Will you kindly tell me what, in your opinion, is wrong with the sentence quoted below, and how it should be rewritten to be grammatically correct? 'The public has taken to it the instant a distribution center was established.'"

Answer.—The sentence does not violate any generally accepted rule of grammar as quoted, and therefore needs no change to make it grammatically correct, in my opinion, although in my writing I would say that the public have, not has. Grammar makes a collective noun take a singular or a plural verb, depending on whether its idea is of an aggregate unit or of individual members of that unit, and in this case my notion would be of individuals. But many other persons insist upon unity, and no one can reasonably say they are wrong. So I should leave it as written. "Taken to it" is slightly inelegant, but that is also a matter of personal choice. It says plainly what is meant, and if any one chooses that way to say it, why object? "The instant" is not literally true, but is not an expression to be utterly condemned. Agreement in tense would be a little better preserved by saying "has been established." I should not as a proofreader suggest any change in the sentence, though I probably should write the same intended meaning differently, as, for instance, "The public have bought largely wherever a distribution center has been established," but I might write it as quoted in the letter.

Another Collective Noun

A. L., San Francisco, California, writes: "We would like to have your opinion as to the grammatical correctness of the following two forms: 'The family of the late John Smith acknowledges with grateful appreciation your kind expression of sympathy.' 'The family of the late Dr. John Jones acknowledge with grateful appreciation your kind expression of sympathy.' The question is regarding the word acknowledge or acknowledges."

Answer.—The answer to G. H. L., while dealing with a broader subject, includes an opinion equally pertinent to this. We shall let that stand for both.

Unsettled Use of Article

C. B., Canaan, New York, asks: "Will you please set me aright as to the following sentence? 'Blank won a harmonica also.' Should not an be used before harmonica, as it has a better euphonic sound than a?"

Answer.—Usage is unsettled now, and always was, though for a long time nearly everybody said and wrote such words as harmonica with an before them. The Oxford English Dictionary said, in 1888: "The present rule is to use an before a vowel sound, a before a consonant sound. But in unaccented syllables many, perhaps most, writers still retain an before sounded h, . . . as an historian, . . . though this is all but obsolete in speech, and in writing a becomes increasingly common in this position." Of course harmonica is just like

historian. Dr. J. A. H. Murray probably wrote what I have quoted; at any rate he sanctioned it editorially. It is as true today as in 1888, except that the shorter article has since increased in favor. In the letter a "euphonic sound" is mentioned. Our language has no such word as euphonic, and if the word were good it would not be well to use it so, for it would itself contain the idea of sound, just as magnanimity contains that of mind. What the letter intends is that an harmonica is more euphonic; but even that is a statement with which many, probably a majority, would not agree, since they insist on saying a harmonica and the like, not an harmonica. As things are now, no one is justified in saying that any one makes any such expression wrong as a matter of common usage. The only wrong possible is in making one say it otherwise than he deliberately chooses. A printer's proper practice is to follow copy.

Preferred Division of a Word

J. A. A., San Francisco, California, writes: "Have been reading your column for some time and think it quite educational for printers in general. I have had considerable discussion on the correct division of the word evening, meaning the latter part of the day. A great many proofreaders maintain it should be divided even-ing, and, in fact, all four dailies in 'Frisco divide it that way. I claim there are two different words, one meaning to even up anything, which should be divided even-ing, and the other the latter part of the day, which should be divided eve-ning. Your opinion on this matter will be greatly appreciated."

Answer.—Opinion and practice have always been divided in the case of the word in question, and I suppose the old-time treatment of it as three syllables will long retain support by some people, although the word is now treated as two syllables — eve and ning — by all the current dictionaries, which divide it as eve-ning. Webster's Unabridged and Worcester both gave even-ing and the Webster's International also retained it. I presume that is the main cause of the practice noted in the San Francisco papers. Various other disagreements have been kept in the same way. My opinion on the case in question is that the word asked about should be divided eve-ning, but that in reading proofs in an office, especially on work done on slug machines, I should leave it as set, unless it appeared differently in two places near each other. However, this would depend on the wish of the employer. One strong reason for preferring eve-ning would be distinction from even-ing, the act of making (things) even. But we should always remember that employers seldom desire expensive niceness in such matters, and that authors usually do not bother much about the division of words.

IMPROVED GRAMMAR

T. I. S. wants to know how to keep the rising generation from saying "I seen" so extensively. Get them to say "I lamped."—*St. Louis Globe-Democrat.*

TRAVELING THROUGH THE PAPER MILLS OF EUROPE

Miss Helen U. Kiely, Expert Analyst of the American Writing Paper Company, Talks Interestingly of Her Experiences Abroad.



EUROPE is now struggling through the aftermath of war in the throes of poverty, with plucky Belgium fast recovering. Paper manufacturing in Western Europe has made little or no headway during the last seven years, and has little of the progressive element so pronounced in America; the European factory worker is an artist, but not a big producer." These are some of the interesting statements brought forth in an interview by Miss Helen U. Kiely, in charge of the testing laboratory of the American Writing Paper Company, at Holyoke, Massachusetts, who recently returned to her duties after a four months' tour of Europe. Among the countries which she visited are England, France, Germany, Holland, Belgium and Denmark. Miss Kiely apparently combined with her vacation an insatiable curiosity to learn all she could about paper trade conditions in all the countries she visited, and to hear from her own lips the story of her travels is more than a technical education. Besides visiting the battlefields in France, Miss Kiely combined much other sightseeing with a study of existing European paper manufacturing and technological conditions and has brought back a fund of information that will not only interest American paper men but will no doubt appeal to the average reader who likes to learn of European manufacturing methods. She was accompanied throughout her travels by a young woman friend. Between them they possessed a knowledge of French, German and Danish, which languages they found of value in traveling through countries where English is not spoken. "It was only in the smaller towns that we found occasion to use these languages. In the cities one always meets somebody who can speak English; so that we had no trouble in expressing our wants or securing the information we desired," said Miss Kiely.

"We left New York on the Holland-American liner Nieu Amsterdam, June 1, arriving a few days later at Boulogne-sur-mer, France, after a very pleasant voyage, and went direct to Paris. Here we made our headquarters for fourteen days, taking daily trips to points of interest. Through M. Hery, editor of *Le Papier*, the principal technical paper journal of France, we secured letters of introduction which gave us entrée to the two largest paper mills near Paris—the Papeterie de la Seine and the Papeterie de Nauterre. The former is a coarse mill and produces a quantity of news print. The second mill, which has earned a reputation of producing some of the finest papers in the world, appealed to me intensely and I spent many hours conversing with its officials and witnessing the operations they conducted.

"The mills of the Papeterie de Nauterre are built entirely of cement, and one is especially impressed by the cleanliness both inside and outside the buildings. American paper mills might emulate with profit the example set in this respect not only by these French mills but by all the paper mills throughout Europe. Surrounding many of the paper mills are most exquisite lawns, shrubbery and flower gardens, which pleasantly relieve the drabness we Americans have always associated with our own factories. It is the custom of the Continent for the superintendent of the mill to live on the mill grounds, and there is no real manufacturing atmosphere in the small towns or villages where the paper mills are located.

"The Papeterie de Nauterre has two mills, one devoted entirely to the manufacture of coarse papers, such as cheap writings, book papers, etc. The other mill, of newer con-

struction, makes chiefly light weight papers such as bible, cigarette and condenser. The machine making these light weight papers is similar to those used in American fine paper mills and it is run at a very low speed. I was, however, impressed with the very high quality of the raw material used in making these light weight papers. Linen, ramie and very high grades of hemp are used exclusively. The extreme care taken by each individual worker in the mill was very noticeable, each one taking much pride in perfecting his own share of the operation before submitting it to the next worker.

"Mr. LaRoche, the owner of these mills, said it was comparatively simple to make cheap papers, but the Papeterie de Nauterre aimed to make the best sheet available, and that



Miss Helen U. Kiely.

depended on quality of raw material used and on the care given by each individual. Each process takes much time and can not be hurried in any way. Very small beaters of the Hollander type are used and the stock is beaten at a very high consistency—about twelve per cent—for over thirteen hours. There is a small laboratory in this mill where one chemist does the regular mill control work, such as analysis of bleach liquors (which, by the way, are made here), alum, rosin, color, etc. He also tests the finished papers for weight, ash, and pin holes.

"Around Grenoble, in Southern France, are located most of the paper mills of France. I looked forward with unusual pleasure to my visit there for, besides the paper mills, I had for a long time heard of the Grenoble School of Paper Making, which is run in connection with the university, and I wanted to see it.

"The work of the Grenoble School is very similar to the work done at the laboratory of the American Writing Paper Company. The students take a course in papermaking just as they might take a course in economics or history. They learn about the preparation of the raw materials, the paper-making equipment, the actual running of a paper machine, and finally the testing of the finished product. The equipment of the school is very meager and old fashioned. The school has

one paper machine about twenty-four inches wide, one 100 pound beater and a digester.

"The day of my visit there the students were engaged in determining the cellulose yield from dried leaves. The director told me they were glad to undertake any such problems that any one might care to send in to them. There did not seem to prevail in the school the spirit of original research which I had expected to find; rather was the attention of the students focused on the methods already in use.

"While at Grenoble I took the opportunity of calling at the works of Neyert & Berylier, probably the largest makers of paper machinery in France. I found that, through lack of business, the factories were shut down. Some of the engineers were busily engaged, however, in studies and experiments to improve beating engines and methods of beating.

"At Nancy it was my privilege to be escorted through the mills of Papeterie Bergés, a huge plant which shelters twelve machines devoted to the manufacture of cheaper grades of paper—books, boards, bristols, etc. The mill is situated on a mountain side and as the owners enlarge their mill with the development of business an excavation is made in the mountain to provide a site for the new addition. The mountain was being blasted away when I was there, and a new sulphite mill was in process of construction. They were expecting to make over sixty tons of sulphite and sixty tons of ground wood a day—actually more than the mills of the company can consume. The pulp is pumped directly to the beaters and in some cases directly to the chest.

"At these mills I was shown the first hydraulic press for ground wood which was ever built. It was invented here. Two savealls, in which the waste sediment from the machines is pumped, are employed there and enough waste is saved almost to run the board machine.

"The firm has a good laboratory and employs four chemists, who are keenly interested in the mill control work of the plant, such as the control of sulphite liquors with a view of eliminating waste, in the testing of weight and ash of paper, and in analysis of alum, rosin, bleach and the like. No attempt has ever been made by the concern to standardize its products. It makes single ream orders, and the customer may have any color or any size that he desires. All paper is sold in sheets, never in rolls. These expensive methods of manufacturing seem hardly in keeping with the other economies noted.

"The exclusive use of concrete and cement in this mill is in decided contrast to some of our American mills. There I found a unique receptacle for the storage of excess ground wood. Instead of running this over a wet machine it is pumped in sludge form into a dark hollow cave dug out of the rock. Here the excess material can be drawn from when needed. It keeps free from mildew and decay for years.

"One thing I noticed in all the mills of the Continent is the absence of medium grade writing or bond papers, which are so popular in America. The paper made is apparently either of very good quality or of very poor quality. There are no loft dried papers. Most of the paper I saw made was just machine dried, but I understand that air driers are used in many mills. The appearance and color of the paper are very good, and the notable strength of material used compensates partially for the lack of tub sizing. The physical tests on these papers would not rate so high as our good grade loft dried papers, however.

"Here photographic paper is made on a very old machine which, excepting for its granite press rolls, said to give excellent results, has not been changed for years. The water used in these mills is excellent, and the reason given for the good color of the paper was that only very small amounts of color are used.

"These mills are surrounded by a small, old fashioned village. Almost every inhabitant works in the mill. The workers toil for ten hours a day and contentedly go through their labors.

They know nothing of the movies or theaters which take up so much of the time and money of the American workers. They live very simply and their only interest is their work.

"I went to Voiron with the hope of going through the Navarre mills, but found them closed to visitors. There is an excellent laboratory in connection with this mill, and before a new process or equipment is put into the mill it is tried out in this laboratory. I understand that even paper is made experimentally on a small machine before it is made in the mill."

Miss Kiely, having finished the mill visitations in France, then turned toward Germany, but found it much more difficult to gain admission to the paper mills there. The Germans are not anxious to have foreigners witness their operations and methods. Her first acquaintance with the German paper industry began at Dahlen, near Berlin, which is the seat of the famous government paper testing laboratories. She obtained permission to visit these laboratories through the mediation of the Spanish consul. To continue in the lady's own words:

"The German laboratories at Dahlen are very similar to our Government laboratories in Washington. The buildings are beautiful and very well kept. There are at least five separate departments engaged in testing and standardizing the materials used by the government. Naturally I was particularly interested in the paper testing and materials testing departments.

"In the paper testing laboratory I was considerably impressed with the personnel. There must have been about twenty doctors of science engaged in comparatively simple methods for testing paper. I understand that many of these men have been engaged in this sort of work for over twenty-five years. One can not help but admire their patience, although they show little initiative, and most of them have fallen into a rut which they will probably never leave. The physical testing equipment is very good and the humidity control almost perfect. No pulp tests for strength, color or dirt are made in Germany. Pulp tests are tested for moisture only. The laboratory has several small digesters and two small beaters, but the experimental equipment is not nearly so complete as that of the department of technical control of the American Writing Paper Company, and certainly the nature of the work conducted in the latter laboratory is far in advance of the German paper laboratories.

"I called upon both the secretary of the pulp association of Germany and the secretary of the paper association, but these men informed me that they thought it would be almost impossible to obtain admission into any of the fine mills, which were running only about twenty per cent of normal, and foreigners were refused admission to all German industries. They said that very little had been done in the way of development during and since the war, also that the Germans had very little money to spend on improvements, consequently nearly all buildings and equipment were in need of repair.

"Not able to secure entrance into any of the fine mills of Germany, I contented myself by visiting some of the coarse mills. At Flensburg I saw a machine making news print. The Germans thought its output of 650 feet a minute was a very high production.

"German papermakers use ground wood in every paper, so it is natural to find that almost every paper mill has its own pulp mill for grinding. They screen their ground wood much finer than do the Americans, a reason why one can't see the shives in their paper.

"At Darmstadt I found a good paper laboratory, but, unfortunately, it was closed. Its equipment is similar to that at Grenoble in France. At the Universities of Hamburg, Hanover and Rostock, which I visited, are splendid chemical laboratories, though these are of a type inferior to that which I had been led to expect. The students are taught to use very

inferior equipment, yet they obtain excellent results. The time element is not considered.

"Germany's manufacturing is seriously handicapped by a shortage of coal, and last summer, due to the heat and long drought, a scarcity of water greatly militated against paper production.

"In Germany, as in other European countries, papermaking is looked upon as a career rather than as a mere means of earning one's subsistence. The worker in the European paper mill becomes exceptionally proficient. He serves a longer apprenticeship than does the American worker. The mills in Germany are substantially built—apparently they are intended to last for all time.

"I spent two weeks in Denmark, but devoted only a small portion of that time to investigation of Danish papermaking. At Copenhagen is located the large concern, known as the United Paper Mills, which holds a position of prestige in Northern Europe similar to that of the American Writing Paper Company in the United States. However, the Danish concern is faring rather badly. At the time of my visit its mills were running only ten per cent of their capacity. There is a laboratory here, but work in it has been very meager for the last few years. A movement for standardization, especially with stress on grades and sizes of paper, began in 1913, but, like many other progressive movements in Europe, was dropped during the war. My opinion is that the war has been the means of retarding Europe's industrial development for at least a decade.

"Holland, the country next visited, has no particularly outstanding feature to offer in paper manufacture. A few hand made papers are made of a superior quality, however. I spent much of my time in this country in the interesting pastime of sightseeing.

"Appeldorn is the paper center of Holland and I visited one of the large pulp and paper mills there. The machines in use here are old fashioned. All the paper is machine dried. There is no attempt at laboratory control in the paper mills throughout Holland. I was very pleased, however, to visit the University of Hilversum, which has a laboratory quite equal to any in our own country.

"Belgium came next in my European itinerary. There is little paper manufacturing there, so during the five days spent in that little kingdom I devoted myself to enjoying the beautiful art and architecture of Antwerp and Brussels.

"My first contact with British papermaking was made with the Empire State Mill, which manufactures the paper used for the big London *Daily Mail*. After five years or more of comparative quiescence, the mill is responding to a modern spirit of development. New buildings are being erected. Among the improvements are two cement beaters, while the vibrating screens are being supplanted with the Wandel rotary screen. This mill has hitherto used large quantities of esparto, but the use of this material has been discontinued and a cheaper pulp substituted. The mill has tried cotton linters, but did not find them satisfactory on account of dirt and shortness of the fibers.

"The manager of the Empire State Mill, with whom I had a long conversation, is Dr. Arthur Baker, England's leading paper technologist. He is also president of the recently formed British Paper Technical Association, which has already begun to follow a progressive program founded upon the ideals of the American body, specializing particularly in standardization of weights and sizes. Dr. Baker spoke very highly of the American association, and admitted that the British body had much to learn from us. 'The Americans,' he claimed, 'are ahead. They are more ready than we conservative British to seize upon new ideas in papermaking. Along lines of greater production American paper manufacturing has progressed far ahead of the English.'

"Dr. Baker, however, called my attention to one superior advantage of finishing which his mill possessed in the use of staggered bearings for calender rolls, and recommended that American papermakers would do well to place them in their own mills.

"An American machine is running at the Empire State Mill. For a while after its erection it was operated by an American. In connection with the mill is a fine laboratory.

"My next visit took me to the mills of J. B. Green, at Maidstone, which have a reputation the world over for their exceptional quality of hand made papers. These have been made here continuously since the year 1810. I was surprised to learn that the equipment is practically the same as that installed 111 years ago, even to the old water wheel. The latter, however, is now supplemented with electric power.

"Only four tons of paper are produced each week, among which is a quantity of bank note paper, heavy ledgers, etching papers and imitation parchment. Recently the mill has been making a hand made filter paper. White rags are used exclusively. There are five vats in the mill, and five men are constantly kept dipping, while five are employed in couching. Not a few of the employees have worked there more than forty-five years. Each boy on entering the mill serves a long apprenticeship and works his way up by slow degrees. Though the workers are imbued with the ideals of quality, and personify care and skill, their work is very carefully inspected. Finished sheets are sorted three times before they are released for shipment.

"During my short stay in England I was fortunate enough to secure an interview with Dr. Cross, of the Cross and Bevan paper laboratories, which have devoted themselves assiduously to research in cellulose. I had been warned that Dr. Cross was a difficult man to approach, yet I found him not only courteous and of a very kindly disposition, but quite ready to discuss laboratory work.

"I was escorted through the concern's laboratory, but I do not think that this or the laboratory of Sindall and Bacon's, another famous English concern of chemical engineers and analysts, which I next visited, is as modern in equipment or methods as the American laboratories are. This statement is not intended to disparage the work of the British laboratories, for I believe they are accomplishing very effective results.

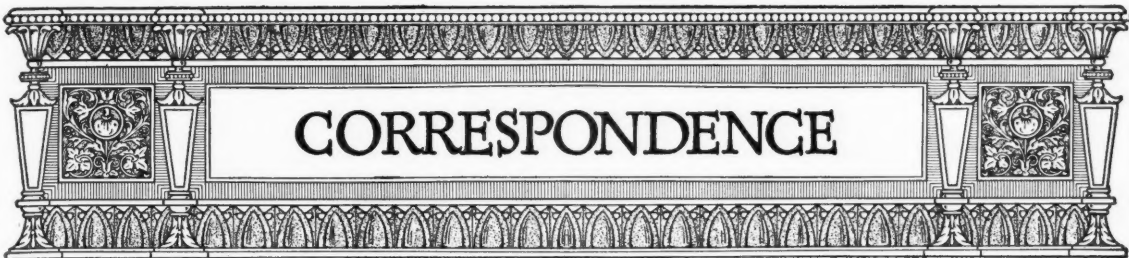
"After a pleasant nine day voyage on the *Empress of India* I arrived in New York safely and happy to be here again. After all, you know, there is no place like home."

SOMETHING FOR ADVERTISERS TO THINK ABOUT

I read this morning two newspapers, each complete enough as to news, but one far more entertainingly written than the other. The more entertaining paper also happens to carry less advertising—because it has less circulation and the advertisers think, presumably, that its rates are less of a bargain. But here is what I noticed:

It took me longer to read the more entertaining paper. Instead of just glancing at the headlines, I read many of the items clear through. Several of them were worth while, apart from the news, just for the clever way in which they were written. The longer it took me to finish a page of the paper, the more my eye chanced to fall upon the advertisements that page contained. This was all the more true because each page contained only a few advertisements in comparison with its more prosperous competitor.

It seems to me, therefore, that the advertisements in the more entertaining paper ought to bring better results for each thousand of circulation. At any rate, isn't this something for advertisers to think about?—Fred C. Kelly, in *The Nation's Business*.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words subject to revision.

Psychological Research in the Printing Industry

To the Editor:

DENVER, COLORADO.

May I inquire if you have any knowledge of any college, society or individual that is doing any research work along psychological lines in the printing industry? The writer is a pressman and foreman. I have taken special pains to observe conditions as they are in quite a few pressrooms in this and other western cities in the last few years, and I have come to the conclusion that the general trend of the industry has been to install modern machinery and let that go as the last word in efficiency, so far as the pressroom is concerned. I can not agree with this view from my own personal experience. Some of the things which happen in the daily routine of the average office are amazing when looked at face to face.

Some few weeks ago I listened to a lecture on business and efficiency psychology by Professor Phillips, of Denver University, in which he made the statement that in the readjustment that was at hand one of two things had to happen in industry, either lower wages or greater efficiency. As applying to the readjustment in our business, I take the position that if the craftsmen would honestly take up the subject of efficiency there would not be need of very great readjustment of wages and all parties concerned would be satisfied. I also know what I am getting into when I start a conversation on efficiency with the average craftsman.

R. C. CROES.

EDITOR'S NOTE.—If any of our readers have knowledge of psychological research work being done in connection with the printing industry, we shall greatly appreciate receiving the information.

Letters We Appreciate

To the Editor:

INDIANAPOLIS, INDIANA.

There must be a time in the career of every one who really enjoys his work as a printer when he begins to wonder just how his work compares with that of others who are engaged in the same calling.

Through THE INLAND PRINTER I have watched for the past eight years the work of the country's best typographers. I feel that your publication has afforded me a liberal education along the lines of typography and the kindred arts, and I now take the liberty of asking you to further assist me by "marking my papers" as it were — telling me through your department of criticism just how much of value I have learned by observation and application.

I hope you may be able to pass judgment in an early issue, and in closing I wish you a very merry Christmas and a happy and most prosperous New Year.

ROY A. SCHMALHOLZ.

To the Editor:

THRAPSTON, ENGLAND.

We thank you for your kind criticism of our work in the June issue, and for the extra copies you have sent us of July and August, which we shall make use of to introduce THE INLAND to other printers.

We have kept fairly well employed during the slump, and though we lost a large proportion of the regular work of our old customers during the bad last year, we were able by advertising and hard work to make up the deficiency by work from entirely new customers, amounting to eighteen per cent of our total turnover, which is not bad, we think, for such a time. As business generally is improving, we are getting quite busy.

It is interesting to notice how prospects receive what some of them call the "American style" of display. Many reject it altogether, and some of our country customers are quite disappointed at our "plain, ordinary" type and arrangement. Others take it for granted that we shall do the usual atrocities, but when we reset their work in modern style they are quite pleased, and many of the best business men are much farther advanced than the average printer.

We are not at all convinced that good printing *pays* best yet, but it will do, and we are looking to the future.

Our *Vase No. Eight* will be published in a few weeks, we *hope*. Yes, we know we ought to be certain that it does appear on a given date, and we are gradually approaching your standard in that respect.

As in other things we follow THE INLAND PRINTER — afar off.

VASE PRESS, LTD.,

E. Symes Bond, Managing Director.

To the Editor:

CHICAGO, ILLINOIS.

Always glad to mail our check for INLAND PRINTER renewal. It is a recognized fact that no printer can get along with modern methods unless he is a true lover of THE INLAND PRINTER.

COLONIAL PRESS, N. A. Dohmen.

Making Fun of Long Words

To the Editor:

ST. LOUIS, MISSOURI.

In the Machine Composition department in your December issue its conductor brings up a German word, said to be of new coinage, namely "Bezüglichkeitsanschauungsgesetz," which he claims means "relativity" (by which Professor Einstein became famous).

Unfortunately, for accuracy's sake, your writer in using it neglected to place the dots over the umlaut ü (see the word above), and then he is at fault in giving it the meaning he gives it. Bisecting the word, "Bezüglichkeit" means relativity, "anschauung" means view or aspect, and "gesetz" means law; hence "Bezüglichkeitsanschauungsgesetz" should mean the law or order of judging or viewing relativity. I feel safe in saying that the German purists do not propose to use the word to mean simply "relativität" (relativity).

N. J. WERNER.

EDITOR'S NOTE.—"For accuracy's sake" we must state that the fault does not lie with the editor of our Machine Composition department. The note to which our correspondent refers was merely a comment on information coming to us through a newspaper article, and it was so stated in the note.

A PRINT SHOP WHERE ORDER REIGNS SUPREME

BY BOB WHITE



ALTHOUGH the days of the tramp printer are no more, still his place has been filled by the tourist, who, well dressed and prosperous, travels the country from end to end, seemingly looking for the place that will suit him. Perhaps he will remain a week, or maybe longer — it all depends on the atmosphere of the office where he is employed. If the town doesn't suit him, it will be his first excuse to grumble; if the foreman is one of those hard boiled, unreasonable fellows, always pointing out failures and telling a man what he doesn't know, it is most certain the tourist's stay will be very brief. Then there are others who have never had the good fortune to work in a place where cleanliness and tidiness are the prime essentials. Then again there is the shop that is not fully equipped, where there is a little of everything but not much of anything, thus handicapping him in doing good work. Perhaps he has struck a shop where the floors are never swept, where you can do just as you please, no matter how much you upset things, just so you get the job out, even picking live forms or pulling leads — it's all right, go ahead, just so you get the job out, eh?

Such conditions are enough to disgust any decent printer, one who takes pride in his work and believes in getting it out without having to resort to unnatural methods. It's no wonder he quits, wandering on, hoping, still hoping for better things. Thus it has been with the writer. Although he has worked in some very good shops where there was plenty of material, and where discipline was good, and where good work was appreciated, still he was not contented, believing there was a better place, where things had to be kept in first class shape, where you had the choice of helping to keep things tidy or taking your pay check. All this is what made me a tourist printer.

However, when I entered the employ of The A. L. Scoville Press, of Ogden, Utah, I realized I had found what I had been looking for all these years. One is favorably impressed even before entering the place, as the building, although not one of the largest in the city, is the finest, architecturally, of any of its size. The grounds are kept surprisingly clean, and trees and plants and well kept lawns give the place an imposing appearance. Large flower beds decorating the grounds during the summer months are given special attention. No one would take the place for a printing establishment, and I am told that on many occasions it has been mistaken for the city library. No one would think he was in a printing establishment until he reaches the composing room or hears the sound of the presses.

On the ground floor samples of work are kept under glass, neatly arranged at one side of the office, while on the other side there are boxes filled with other samples of work, all boxes being arranged alphabetically, telling just what kind of work each contains. Here are also the general offices where a force of clerks is kept constantly busy handling the business of the place.

On the second floor one enters what is known as the "Caxton Room." Here the first thing that attracts the visitor's attention is a large oil painting of Caxton scanning his first proof. This picture is about 10 by 15 feet, and is strikingly lifelike. From this picture the words "Signe of the Chimes," used as the company's motto, derive additional significance, because, when Caxton formally introduced the art of printing into England, the bells rang out telling the broad land of the new era. Thus Scoville Press and "Signe of the Chimes" are synonymous. Solid oak furniture in keeping with the color scheme of the room is cozily arranged, and text books on print-

ing and the kindred arts are to be found on the shelves at one side of the room. Here, too, are the company's artists, who work behind a neat partition. Mr. Scoville's private office and library are also on this floor.

While you stand here looking at these things and wondering at the beauty and harmony of it all there comes to your ears the familiar hum of the printing press, and it is not until then you realize you are in a printing plant.

The composing room is well nigh perfect. I never knew until I came here that one so perfectly arranged ever existed. You don't see dead jobs standing around on the imposing stones, nor do you see a live one. And you wonder. Inquiry brings out the fact that all jobs, both dead and alive, are put away on galleys, and when you want to find a certain job all you have to do is to look on the job ticket.

When the compositor has a job that needs an ornament, instead of looking through several cases for the one in particular all he need do is to look through a little book which tells him in just what case to find it and in what space it will be found. This alone saves lots of time and vexation. In case the ornament has been taken from the space where it belongs and is standing in some other job, all the compositor need do is to look through the list of dead jobs kept in the foreman's desk, when he will be sure to find it. Thus the missing ornament will be found without asking every man in the shop if he knows where it is, which is the general way of doing things in places where system is the last thing that enters the foreman's mind. This same method is employed in keeping track of all engravings and electrotypes.

It is said that the Scoville Press has the finest assortment of ornaments in the country, and well it can, for, in all my experience as a printer, I have yet to see anything better. Many of these ornaments have been imported from European countries.

Each man in the composing room vies with the other in keeping the place as neat and attractive as it can possibly be made. Not a scrap of paper is ever found on the floor, and it is a bad break to pass by a letter or a lead on the floor without picking it up.

Every job turned out is subjected to Mr. Scoville's criticism. If it is a good job you will be complimented; if it has its faults, they will be pointed out to you, and you will be told, firmly, but gently, just where the fault lies with it.

In case a proof is sent out which does not suit the customer's ideas, even after the compositor has done his best, and it comes back full of faults (in the mind of the customer) it is reset to suit him, and the foreman never has a word to say.

The pressroom and the bindery are also on this floor, each in charge of a competent head. Here, as elsewhere, everything is kept in perfect order, and everything is carried on without the general confusion of other places I have been in.

Until lately the huge lithograph press was also on this floor, but the increasing business necessitated its removal to the ground floor. The Scoville Press enjoys the distinction of turning out the finest lithograph work west of the Mississippi. The press is seldom stopped more than long enough to change work, and is often kept going day and night. The amount of work turned out by this department can easily be imagined when you consider that the place handles work from many of the adjoining states.

The whole plant, from the designing clear on through the equipment and general planning of the interior, is the work of Mr. Scoville, who after several years at the case arose from the ranks and is today considered one of the West's foremost master printers. System, first, last and always, is a prime factor in the working of the Scoville Press. Mr. Scoville insists upon it, and the rule is strictly adhered to by every one in the establishment. And it is needless to say that every one is proud of being a Scoville coworker.

THE LONG PRICE LIST

Its Impotency and Destructive Nature as a Medium for Pricing Paper Merchandise

EDITOR'S NOTE.—The following matter constitutes Bulletin No. A 7, issued by The National Paper Trade Association, from its offices at 41 Park Row, New York. It is printed here by request, in order that the attitude of the paper-makers on this important subject may be clearly understood.



THE agitation over this subject organized and promoted throughout the whole country by the United Typothetæ of America has assumed an aspect that demands attention and serious consideration by every one interested in any department of the paper and printing industries and allied trades. In April, 1921, the United Typothetæ of America in a formal resolution laid this question before The National Paper Trade Association at its annual meeting in New York city, which resolution recommended the adoption nationally by the paper merchants of the long price list on January 1, 1922. The National Paper Trade Association unanimously passed the following resolution:

RESOLVED, THAT The National Paper Trade Association, after the most careful study of the matter of the long price list, is of the opinion such a method of pricing would not be practical in the merchandising of paper and would not be of benefit to the printing fraternity, and that this association hereby goes on record as opposed to its adoption or use.

This definitely made the question a national issue, but instead of leaving it where it had been so formally placed, the United Typothetæ of America at once commenced to work on its local organizations, striving to bring pressure on the local paper merchants to accede to its wishes.

Subsequently, in October, 1921, at its annual convention in Toronto, the United Typothetæ of America by resolution repeated its recommendations and desires, and added the insistence that the long list be adopted on January 1, 1922.

In this last resolution, and in fact in all the arguments in support of the long price list, the particular point is made that the printer is a retailer of paper and, therefore, should be protected with a long price list.

First, let us affirm that the paper merchants of the United States will never accept the claim that the printer is a retailer of paper in any true sense of the word any more than a tailor is a retailer of cloth. Does the American Woolen Company issue a long price list to the public as a means of protecting the tailor? It does not. Any proper cost to the tailor, including service charges, in handling his cloths is included in the price of the finished product, that is, in this case, the suit of clothes, overcoat or other garment. If a printer were by any stretch of the imagination to be considered a retailer, and this unsound premise were to be accepted as a basis for argument, there would still be the soundest of reasons why the long price list should not be adopted.

It is interesting to note how some of the printers define their industry and the relation paper bears to it, when uninfluenced by the obsession for the long list. The following statement from one of the most representative and progressive printers in the United States will illustrate the point. This man said, and said truthfully, in the course of an address:

From the standpoint of the printer it is important that you should remember always the fact that paper is not a finished product. It is a raw material. It is one of the elements which he uses in creating the finished product. It is not a finished product, because in itself it has no practical value. It has not reached the point where it is ready for the use of the ultimate consumer. In that sense it must be classified as a raw product.

The problem of the salesman representing the paper jobber seems to me to be essentially a problem of service. We printers don't buy paper because we want paper. We buy it because we have to have it. Most of us don't buy until we actually need it. There are very few printers who buy paper and put it away in stock. During the war that custom was upset, owing to temporary conditions, but ordinarily paper is not sold to the printer because he wants paper, but because he must have it. It is an essential in his industry. Therefore the problem of the salesman is less to sell paper to the printer (because the printer will buy it without being made to) than to give the printer the service along several easily definable lines.

What the commercial printer is really seeking is sound and wholesome conditions in his industry and that order of protection to his interests that will promote his progress and welfare, and no sane paper merchant will deny his right to all reasonable insurance and safeguards. Then why should the printer insist that a long list method of pricing, which is unsound, unethical and in its operation sure to prove impractical and even iniquitous, is the only method by which he can obtain proper protection, when there is a right method by which he can secure such protection?

It is difficult to determine just how much serious thought has been given to this highly important question of a long list by the printers. If they have read all the literature and heard all the oratory put forth on the subject they must begin to see some of the dangers and pitfalls. The president of the California Typothetæ evidently is wise to the situation, as he makes, among others, the following comments in an article he wrote for the November issue of *The Pacific Printer*:

PRINTER MUST KEEP DISCOUNT

This discount belongs to the printer as a profit, and he must keep it. We will obligate the paper house salesman to quote to the consumer the list price. We can not quote a lower price, or the whole fabric of our agreement will be destroyed. Fancy what would happen if a salesman for a paper house, working with a buyer of printing to get his brand of paper specified, quotes the list price, and then finds that some printer has split the discount with this same buyer and quoted a lower price on the equivalent stock carried by some rival paper house.

If we expect the paper houses to quote the list price, every printer must sell at not less than the list price. So much for the morals of the agreement.

The printer must retain at least all the profit permitted under the long price list plan in order to make a legitimate profit out of the work he does. Giving away this profit will defeat the very purpose of the trade discount arrangement, and, as a small fire may produce a great conflagration, it will only require a few violations to set all our efforts at naught.

The paper merchant knows that many printers have been in the habit of selling paper at cost. He knows that the printer who does so can not prosper. He wants the printer to prosper, to be able to pay bills promptly, to do better work, to sell more jobs. He has cooperated with us in educating the printer in the necessity of accurate cost records, now he is willing to cooperate in getting us a reasonable merchandising profit. Let us see that the friendly relationship is not broken.

It would be interesting to know by what influence or process of legerdemain Mr. Laney thinks a printer who now fails to make his proper charge for handling paper will at once, by virtue of the introduction of the long list method, become so strong and courageous in his new convictions as to hold his prices firm against all competition.

The printers as a class know that the long list method of pricing paper will not produce this result, and we do not believe they will willingly consent to be stampeded into a course of action, in the attempt to force the long list method, that is bound to bring trouble and grief to their industry which has been built up to its present position of dignity and influence by the good, keen judgment and far sighted vision of some big, broad minded spirits in their industry.

The issue has now reached the point where neither party to the controversy will accept the judgment of the other. The United Typothetæ of America is apparently determined to force the acceptance of its demands, regardless of the fact that the function of pricing paper merchandise belongs exclusively to the paper merchant.

The United Typothetæ of America is using certain methods and tactics that will not stand the light of good ethics or the law. Some of the communications recently received by our members from the local Typothetæ and certain oral statements made by members of the Typothetæ can easily be interpreted as placing their sponsors without the pale of the law.

The continued agitation by the United Typothetæ of America for the adoption by the paper merchant of a method of pricing paper, which has had his thorough study for many years and, as a result of such study, has been disapproved by The National Paper Trade Association by unanimous vote, is not conducive to the welfare of either printer or paper merchant and should be discontinued at once.

In the opinion of The National Paper Trade Association, the buying public, if and when apprised of this method of building its price levels and margins, will quickly and effectively put its stamp of disapproval on any such method.

It is hoped in the interest of the printing industry that the present agitation will subside before the buying public becomes the judge of this controversy.

THE LURE OF PRINTERS' INK

Address of Hon. Martin H. Glynn, former governor of New York, at the opening of the exhibit of the Capital District Printing House Craftsmen, held at Albany, November 18 and 19.



THE exhibit of The Capital District Printing Craftsmen in Chancellor's hall has about it the ineffable lure of printers' ink. It is a visual illustration of the triumph of the printers' art. It is hard to imagine what the world was like before Gutenberg invented type. And yet that is only 470 years ago. The printed word did not come into existence until fifty-two years before Columbus discovered America. As time goes 470 years is a short time, but the last 470 years have seen unmatched progression of the human race in a myriad of ways — and probably the greatest of the contributing causes of this was the invention of printing. It unlocked the treasuries of knowledge to the world, it became a voice that echoed in the wilderness, it killed sham and exalted reality; it crowned human rights and doomed inhuman sways.

Gutenberg was a cutter of gems, a framer of mirrors, and his deftness of touch and exactness of eye gave us type.

But there was not much advancement in printing as an art until the nineteenth century. In 1803 the Fourdrinier Brothers gave us the papermaking machine, in 1811 Koenig gave his printing press, in 1839 Daguerre and Talbot gave us their photography. The photographic amplifiers of the printed word, with their successors and improvers, have enabled the humblest cottage in the land to have duplicates in color of the masterpieces of the art galleries of the world. This is one of the pleasing phases of the romance of printing.

But Hoe with his press and Mergenthaler with his typesetting machine, made the newspaper what it is today. Mergenthaler is one of the scintillating geniuses of the world. His machine is almost human. It can do everything but talk. At fourteen years of age he went to work with a watchmaker. He lived under the shadow of the great clock of the Cathedral of Strassburg. From it he drew inspiration, from a study of its intricate machinery he learned valuable lessons in mechanism, in metallurgy and in timing that helped him invent his great machine. He knew its globe with its courses of the stars, its path of the moon. He knew its angel striking the quarter of noon, its skeleton, representing the wrack of time, striking twelve. He knew the other figures, portraying man in progress through boyhood, youth, manhood and old age, striking the remaining hours. He knew its symbolic deities of each day; Apollo on Sunday, Diana on Monday, Jupiter on Tuesday, Woden on Wednesday, Thor on Thursday, Venus on Friday and Saturn on Saturday. But above and beyond these mythological deities, he knew and cherished its twelve Apostles moving around the figure of the Redeemer and bowing in homage as they pass.

It will be recalled that when Editor Glynn was lieutenant governor of the Empire State, the governor was impeached, and when the committee called on the editor to notify him that he was the governor, they found Governor Glynn with his hands full of galley proofs making up the forms of his paper — the modern Cincinnati at his plow. That the ex-governor is one of the most eloquent printers of our day is the verdict of those who have had the privilege of hearing him and as this brief summary of his recent address will testify.

And he knew its cock, that flaps its silver wings, stretches its neck, and with its crow reverberates the echoes of the cathedral. And the study of this clock awakened the imagination, and inspired a knowledge of metals, an appreciation of the value of rhythm in the motion of machinery that led to the invention of the typesetting machine. That's an echo of the romance of printing that one who knows its history can get at this craftsmen's exhibit.

And then, too, as he looks upon the specimens of the printed word there must come to his mind the long list of notable names in American literature who are graduates of the printer's case. Benjamin Franklin is there, and Bayard Taylor, and Mark Twain, and Artemus Ward, and Henry George, and Lafcadio Hearn, and William Dean Howells, and Joel Chandler Harris — all graduates not of school or college, but of the printer's case. And, glory of Albany, the name of Bret Harte is there, Bret Harte, son of Albany, graduate of the printer's case, and sharer with De Maupassant and Edgar Allan Poe of the crown as greatest short story writer in the world.

And as we view this exhibit we remember that in New York State was settled the freedom of the press by the Zenger case in New York city and the Croswell case here in Albany. Croswell published the *Spy* in Hudson. He was tried in Claverack, but the appeal on the case was argued by Alexander Hamilton here in Albany, only a few feet from where this craftsmen exhibit is being held in Chancellor's hall. These two cases established the freedom of the press on the American continent. Without this freedom of the press there would have been no Declaration of Independence, no Revolutionary War, no Constitution of the United States, no Star Spangled Banner to uplift the hearts of mankind.

And as printers, as publishers, as editors, as members of the printing craft let us never forget that no man did more to write the Declaration of Independence, no man did more to make victory possible in the Revolutionary War, no man did more in drafting the Constitution of the United States than the printer — Benjamin Franklin.

Such are echoes from the romance of printing that the ear attuned to the whisperings of history can hear at the printing craftsmen's exhibit in Chancellor's hall.

A CANDIDATE FOR THE NEXT PEACE CONFERENCE

The wife of a western congressman is sensitive on the subject of her deficient orthography, and her demands for information as to correct spelling sometimes place her peace loving husband in a delicate position.

One day, as she was writing a letter at her desk, she glanced up to ask:

"Henry, do you spell 'graphic' with one 'f' or two?"

"My dear," was the diplomatic reply, "if you're going to use any, you might as well use two." — *Harper's Magazine.*

WRITING FOR TRADE PAPERS

A printer who was of an inventive turn of mind and who had used this faculty to good advantage in his shop found that he could always spend his spare time in writing little articles about various discoveries he had made and selling them to the printing trade journals.

There were frequent times when he had a few hours on his hands with everything finished and no orders coming in, so he began to pound away at his typewriter and found that what he produced sold because it was something worth telling. With the start thus made he was given an incentive to work out other ideas, and soon all his time was well taken up, with printing, with working out some new idea, or with writing about both. — *By Russell R. Voorhees.*



"MARSE HENRY" IS DEAD. These words will have their effect throughout the entire field of journalism, for the passing of Col. Henry Watterson leaves a vacancy that may never be filled. Revered by all who came under his influence; honored as one who, regardless of opposition, stood firm for the right as he saw it; upheld as a model for aspiring newspaper men to pattern after, Colonel Watterson has made impressions upon the "sands of time" that will never be effaced. Not only is his passing mourned by his followers in the journalistic field, in which he was the last of the old school, but he will be missed as one who took a leading part in uniting into one common whole the two sections of our country following the breach of the early sixties. We mourn his passing; our hearts are sad; but we take comfort in the knowledge that his is the reward of a well spent life.

Present Day Standards

In a recent letter to one of our department editors a subscriber asks for an opinion on a matter which, he states, "has developed into a rather warm argument." His first question is rather difficult to answer, as standards seem to vary. It is regarding the average "string" an operator should set, and he states that he "maintains that the old standard of eighteen hundred lines has been broken until an operator who averages sixteen hundred is now considered a good man. In many towns men are working regular 'sits,' who can not pull out fifteen hundred." Another point he emphasizes is that the standard as regards punctuation, division of words, etc., is far below what it was and should be. He closes his letter by asking if, in our opinion, the standard of printing is not below former years.

This is a matter that should cause printers to do some deep thinking. It is almost impossible to give definite answers to these questions without qualifying them. Employing printers have complained to a great extent during the past few years of the lower standard of production, and not only on the machines, their contention being that it is impossible to get work through the plant in the same time as in former years. Their estimates, when based upon their former records of production, have proved deficient. This situation has been aggravated to a great extent in the past year or two, due principally, perhaps, to the reaction and general letting down following the strain of the war period.

On the other hand, in plants where bonus systems are in effect, or where the piecework basis prevails, as in some of the large newspaper offices, it has been found that the standards have not only been maintained, but in many

instances increased. Thus we find that where a proper incentive is offered, increased production is secured, but where work is done on the flat scale basis the standard has decreased considerably.

The present custom of following copy is largely responsible for the lower standard of punctuation, division of words, etc. Differences of opinion and lack of agreement among many of our so called authorities have also had their effect. We have no real national standard of style for English usage, which has also contributed somewhat to a decrease in quality in this regard. Individual opinion and preference enter so largely into this part of the work that it has become more than ever a byword to give the customer what he wants, or, in other words, to "follow copy." It is encouraging, however, to note the increasing number of plants which are adopting the plan of properly editing all copy before it is set in type. This is as it should be, for the printer should hold himself responsible for maintaining a high standard in the character of the product going through his plant, from the standpoint of grammatical construction as well as in mechanical perfection.

As to the standard of printing being below that of former years, we can hardly agree. To some extent it is, on certain classes of work; but on the whole there has been a great improvement. It must be acknowledged that the individual standard, to a very large degree, has declined; but there are many shining lights, bright spots here and there, who have done noble work toward maintaining and improving the status of printing from the standpoint of true art. Much of our best printing, however, can not be said to be due to the printer, so far as creating it is concerned; his credit lies only in the mechanical work, whatever of art there is in it being due to the genius of "outsiders," specialists who have devoted attention to the study of the artistic side. The printer is following the instructions and specifications prepared by some one else. Printers have lost out when it comes to this work, as too many of them have neglected it.

It is also interesting to note that in almost the same mail bringing the correspondence here commented upon, another letter came from a pressman, asking criticism on some work. In closing, he stated that "*time* did not allow as good makeready as usual, but, as you will note, it is all sort of scrap thrown together, of which some is not fit to print."

Here we have the crux of the matter — *time*. In so much of our work quality has to be sacrificed for speed.

Summing up the whole problem, we can go back to the statements made by Harry L. Gage in his address on "Education and Craftsmanship," delivered before the

U. T. A. convention at Toronto, and reprinted in our December issue, in which he called attention to the fact that "If the printers of this country had been as alert to the need for sound craftsmanship as they have for the need of business principles during the past twenty years, they would today be leaders instead of followers." Then, in his closing words: "Work through education to re-establish craftsmanship and your reward will come, first in dollars, and then in as much more than dollars as your inspiration will be able to measure."

The American Guild of Printing Industry

Word has been received of the formal launching in Baltimore, on November 29, of the new organization known as The American Guild of the Printing Industry, the purpose of which is to bring about a closer relationship between employees and employers. The Guild is a joint association of employers and employees, based on the fundamental of teamwork between the two groups, having the object of "eliminating labor disturbances by doing away with the necessity for them." It is stated that the Guild provides means of easy and ready contact between employer and employee, and joint boards for the settlement and adjustment of all differences which may arise. An insurance program is carried with the plan, in order to protect as fully as practicable and possible against any contingencies which may put a stop to the earning power. The governing body of the Baltimore Guild, known as the "Chapter Board," is made up of six employers and six employees, and meetings are being held once each week.

It will be interesting to watch the progress of this new organization, and it is to be hoped it may demonstrate that it is possible for the two groups to combine in friendly relationship in such a body. There can be no valid reason why such a thing should not be possible, and it will certainly be welcome if it will put an end to the controversies and differences of opinion which have played such havoc during the past year or two.

We can not help but feel, however, that this much to be desired state of affairs should and could be brought about through the organizations already existing in the industry, and thereby save to the industry the cumulative effect of the years of effort already expended.

As one western printer, who described himself as a "union man — union to the core," wrote to one of the leaders in the new movement: "I believe I see in your plan the idea that will do away with industrial warfare. In fact, I believe that your national organization and our national organization could get together on such a plan. I believe we have enough men of vision on each side to accomplish the consummation of the ideals set forth in your pamphlet."

We believe so, too. There are already too many organizations in the industry, some working at cross purposes and creating duplication of effort. With a little calm thought and consideration, a little willingness to consider the other side, more readiness to submerge personal feeling and prejudices for the good of the whole, the aims and ideals of this new body could be accomplished through those already existing. Is it not at least worth the effort to bring it about?

Higher Standards in the Printing Industry — Health and Sanitation

In our November issue we made use of a short editorial furnished us by Dr. Robert L. Leslie, who as an industrial welfare specialist, and through long connection with printing, has devoted considerable attention and thought to improvement in standards in the industry. This month he has sent us another short editorial which we use without further comment:

The modern employer in the printing industry is interested in the health of his employees, not so much as a matter of paternalism but by force of various workmen's compensation and health laws which have been passed in many states regulating the conditions under which employees are to work.

In the printing industry, despite the newer inventions because of which less actual contact with lead substances in the types is had, we find that occupational diseases such as lead poisoning, typesetter's eczema, and a disease which is not necessarily occupational — I have reference to pulmonary tuberculosis — are prevalent, but not to a marked degree. With ordinary care we can abolish these diseases.

In the larger plants where more than one hundred persons are employed, the employer has found it to especial advantage to install hot water systems, sanitary receptacles for rubbish and up to date lavatories, and to provide plenty of light. In doing this the employer is not only protecting himself from being labeled as the owner of an insanitary shop but he thereby acts as a strong influence in upholding sanitary conditions, which reacts to his own benefit.

In my investigations I have found that the greatest forces in keeping plants clean and tidy are the workers themselves, especially so when the employer has signs posted to the effect: "*You live in this place one-third of your life. Why not keep it clean?*" "*A clean shop will keep us all healthy.*"

It is a clean shop that produces a better quality product. A clean shop keeps workers healthy and contented. It is to the advantage of the owner of the smaller plant to keep his place in a sanitary condition, and to have his type cases gone over with a vacuum cleaner at least once a month. To prevent infection caused by ink being absorbed into the skin, the use of a cheap glove is recommended when presses are being washed.

Every plant should have a health committee. Although the old adage says that people read signs, it is best to have a committee to watch for those who are habitual spitters; a gentle reminder goes a long way. Smoking is prohibited in various plants because of fire laws and the nearby combustible material, yet it is advisable to let the men smoke at certain periods of the day, as it is a great counter agent against lead fumes. There are a few plants which really are models, but the majority are far below the standard set by health authorities. A good omen has been manifested by the fact that at the last conventions of both the employers and employees the question of health and sanitation received due consideration. The printing industry should adopt this slogan, to which it would be well to give some publicity: "*A clean printer is a quality printer.*"



BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"Annual Report of the Smithsonian Institution, 1919"

A copy of the annual report of the Smithsonian Institution for the year ending June 30, 1919, has been received by THE INLAND PRINTER. The actual report of the committees and branches connected with the institution is of little interest to the average reader, but the general appendix containing over four hundred pages contains a wealth of information on a great variety of subjects. The appendix furnishes brief accounts of scientific discovery and reports of special research along scientific lines, memoirs, and articles on special topics. The articles are written in an interesting and non-technical way, and the scope of the information contained should appeal to readers of varying interests.

"Annual Report of the Smithsonian Institution, 1919." May be procured from the Superintendent of Documents, Government Printing Office, Washington, D. C.

"Speed and Accuracy"

"Speed and Accuracy" is the title of a forty-eight page book devoted to the training of the beginner on the linotype keyboard. The treatise is written by Charles H. Mason, instructor of printing and linotype typography, Massachusetts Normal Art School, Boston, Massachusetts. The writer states: "Various methods of keyboard fingering have been investigated. This method varies greatly from any other, leaving no doubt in the mind of the student as to which finger to use on each letter. It is important to learn the 'touch' method of operating, i. e., touching the proper keys without looking at them. Keep eyes focused on copy at all times. It is impossible to set type in cadence if you are not reading the copy. Always keep in mind the cadence."

The keynote to this system of operating appears to be embodied in this paragraph: "Always hold the last letter of each word. It is the only guide you have for knowing where the next desired key is located. There is no other way of knowing the keyboard."

"Modern Pulp and Paper Making"

This book is a valuable addition to the bibliography of papermaking. While practically the entire field of pulp and papermaking has been covered, the author has not skimmed over the various branches of the art. Every phase of the industry and its processes and equipment has been described clearly and concisely.

No attempt has been made to describe every piece of equipment ever used in the industry. Nor has any attention been paid to the historical side of papermaking. Interesting as such data may be, space forbids its introduction in a work of this nature. Only the actual equipment and processes used in pulp and paper plants on this continent today are described. The importance of chemistry in connection with papermaking is fully recognized, but all references to that science are clear and, as far as possible, non-technical. The book contains a wealth of information for the practical papermaker and for

the technical man who is not directly associated with the industry but wishes to learn the outstanding facts about it.

The author, G. S. Witham, Sr., is a practical papermaker of thirty-seven years' experience. He is manager of the mills of the Union Bag and Paper Corporation, at Hudson Falls, New York.

The contents of the book include: Processes and materials used in the production of pulp; varieties of paper; the saw mill, wood room, sulphite mill and acid plant; the soda and sulphite processes; the ground wood mill; bleaching; the beater room; machine room and finishing room; general design of paper plants; testing of paper and materials; paper defects, their cause and cure; handling of personnel; useful data and tables, including information about American pulp woods and their comparative value in papermaking. A cross index makes the book valuable as a reference work. Two hundred and fifty illustrations, diagrams and graphic charts accompany the text.

"Modern Pulp and Paper Making," by G. S. Witham, Sr. Published by The Chemical Catalogue Company, Incorporated, 1 Madison avenue, New York city.

"Annuaire de l'Imprimerie, 1921-1922"

A copy of the thirty-second annual edition of the "Annuaire de l'Imprimerie" (Print Shop Annual) by Arnold Muller has been received from Imprimerie des Beaux Arts, 79 Rue Dareau, Paris. It is a useful volume which we recommend to our French readers. Its contents are varied and include a directory of printers and dealers in printers' supplies in France, Belgium and Switzerland, legal and postal information, recipes and processes, and much miscellaneous information of interest to the printing and allied trades.

"Waste in Industry"

There is much food for thought in this report of the Federated American Engineering Societies on their investigation of the wastes of industry. To quote from the foreword by Herbert Hoover:

"It reveals facts which may serve as a foundation for an advance in American industry. It has a special message for government officials, financial, industrial and commercial leaders, labor organizations, economists, engineers and research groups, the general public and the press. . . . The wastes of unemployment during depressions; from speculation and overproduction in booms; from labor turnover; from labor conflicts; from intermittent failure of transportation of supplies of fuel and power; from excessive seasonal operation; from lack of standardization; from loss in our processes and materials—all combine to represent a huge deduction from the goods and services that we might all enjoy if we could do a better job of it."

The report is fair and candid, impartially placing the responsibility for waste where it appears to be deserved, in some cases on capital—or rather management—and in others on labor.

Six industries are covered by the engineers' field reports: Building, men's clothing manufacturing, shoe manufacturing, printing, metal trades and textile manufacturing. In addition, general reports deal with the problems of unemployment, strikes and lockouts, legal machinery for adjusting disputes, industrial accidents, health of workers, eye conservation and purchasing and sales policies. A study of the pulp and paper industry was dropped because of lack of time and funds.

While the reports on every branch of industry are well worth studying, our readers will find of special interest and value the one on printing by John H. Williams.

The chart reproduced in connection with this review gives a graphic summary of the report of the investigation of waste

waste within the individual plant. Without the ability to determine what a worker can or should do, the employer is largely in the hands of his employees, for he is unable to reward his workers fairly according to their effectiveness. Moreover, the worker who does not understand the value of his work will lack initiative. The object of scientifically determined quotas is not to drive the worker but to establish a reasonable standard for normal production.

Much space is devoted to the benefits of standardization of paper and the results that have already been accomplished along that line.

Credit is given to the United Typothetæ of America for its valuable services to the printing industry. Its educational

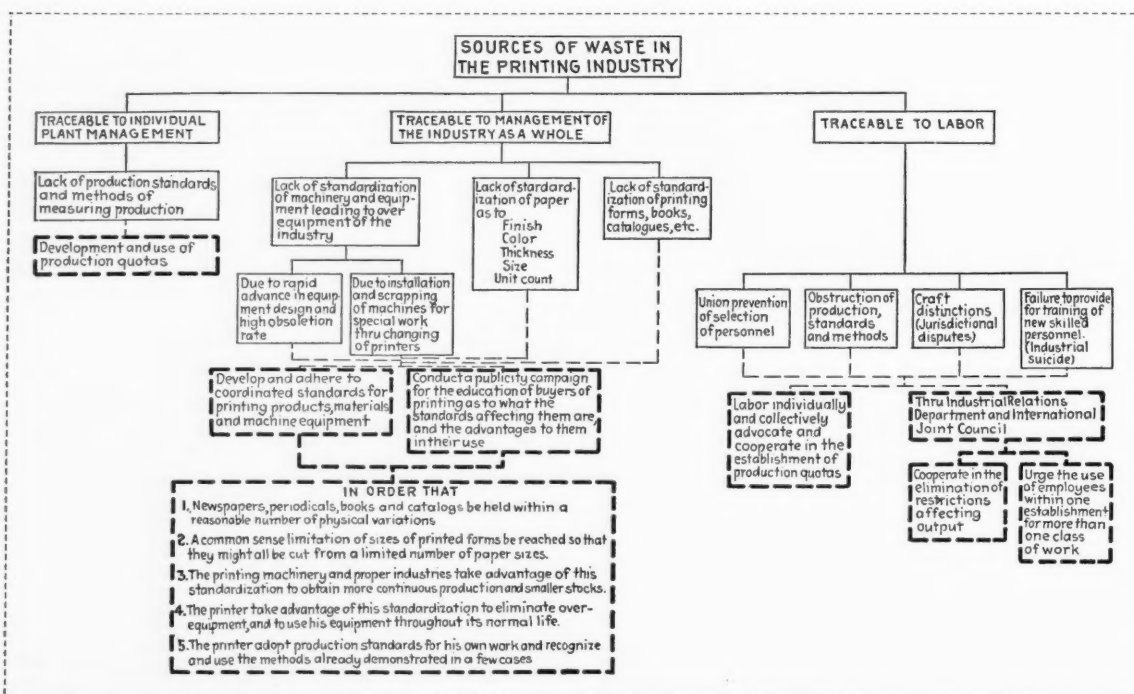


Chart showing the sources of waste in the printing industry as outlined by the Committee on Elimination of Waste in Industry of the Federated American Engineering Societies. Reproduced from "Waste in Industry," published by Federated American Engineering Societies.

in the printing industry, emphasizing the need of standardization. While there is a limit to the extent to which standardization can be profitably carried, the fact remains that lack of standardization is a big element of cost in printing. But standardization carried too far would destroy most of the originality and distinction on which a piece of printed matter depends for its effectiveness.

Printing is classed as a "job industry" in which most of the work is done to order. Therein lies the cause of many elements of waste which are practically impossible to eliminate without destroying much of the value of printing. The job printer is lifted out of the class of manufacturers in the ordinary sense of the word, because he works to order and can not busy himself in dull periods by producing for stock.

One of the most prolific sources of waste in printing is overequipment. A survey of the industry made by the United Typothetæ of America estimates the overequipment at from 50 to 150 per cent, representing hundreds of millions of dollars in idle equipment, to say nothing of rent and other overhead charges.

The lack of accurate production standards to constitute a fair basis of appraisal for each worker is given as the crux of

work has been well planned and directed. It covers not only basic information concerning the industry but extensive work in cost finding and labor relations.

Union restrictions on output and opposition to measuring work performed are also given as serious causes of waste. Even more wasteful are the arbitrary craft distinctions in the kinds of work done by members of the various unions and as to the number of persons employed in connection with certain machines.

A note of warning is sounded concerning the serious shortage of apprentices in the printing industry, as shown by the Typothetæ records, which means that the industry is "committing industrial suicide."

In conclusion Mr. Williams says: "Individual efforts to eliminate waste have proved impotent except for the individual pocketbook. Coöperative effort to eliminate the useless waste of an individualistic industrialism is the need of the hour and is the theme of this report."

"Waste in Industry," published by the Federated American Engineering Societies, Washington, D. C. Sole selling agents, McGraw-Hill Book Company, Inc., 370 Seventh avenue, New York city.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Millard F. Bingham Passes Away

As the last pages of this issue go to press we receive the sad news of the death of Millard F. Bingham, who in 1877 founded the firm known as Samuel Bingham's Son Manufacturing Company, of Chicago. Mr. Bingham was born in New York in 1847, and died at Oxford, Maryland, December 28, 1921. The remains were brought to Chicago for interment at Rosehill Cemetery on Monday, January 2. A complete record of the life and business career of Mr. Bingham will appear in our next issue.

Brief Notes of the Trade

The Holyoke Card and Paper Company, Springfield, Massachusetts, has issued a specimen folder showing its new and attractive line of Ranger cover in several colors.

Smith-McCarthy Typesetting Company has moved to new quarters at 637-641 South Dearborn street, Chicago, occupying the entire second floor of the building. This company recently adopted the open shop policy.

Mark Garlick, well known to printers, especially throughout the West and Southwest, because of his long connection with nationally known printers' supply firms, has become associated with The Challenge Machinery Company, Grand Haven, Michigan.

Announcement has been made by Berger & Wirth, of Brooklyn, manufacturers of printing and lithographic inks, that Frank W. Hawes has been appointed manager of the firm's New England branch. Mr. Hawes will cover the New England territory and his headquarters will be in Boston.

A booklet entitled "Gummed Paper Manual" has been issued by Samuel Jones & Co., Newark, New Jersey. It explains the purposes for which the different grades of "Li-flat" gummed paper are used and gives much useful information about the care and handling of gummed paper to secure the best results from its use.

An unusually handsome ink specimen book and price list has been issued by the American Printing Ink Company, Chicago. The book is in loose leaf form with ring binder, so that each price sheet can be filed with the specimen sheet and kept up to date. The cover is of grained leather with the company's trade mark imprinted in gold.

A catalogue of Laclede products showing the advantages of the Laclede saw trimmer

and the Laclede remelting furnace has been received from the Laclede Manufacturing Company, St. Louis, Missouri. The catalogue is set throughout in Laclede Old Style, a new and attractive face cast by the Laclede Type Foundry. It is $7\frac{1}{2}$ by $10\frac{3}{4}$ inches, the size recommended by the National Association of Purchasing Agents and endorsed by the United Typothetae of America and the United States Chamber of Commerce.

The A. M. Collins Manufacturing Company, Philadelphia, has issued a folder entitled "The Creasing and Folding of Cardboard." For direct advertising, cardboard possesses the advantages of rigidity and a fine printing surface, but it has a tendency to crack or break on the fold. This folder shows how creasing can be done by means of a blunt brass male die and a built up female die of cardboard. The folder itself is an example of heavy cardboard creased in this manner.

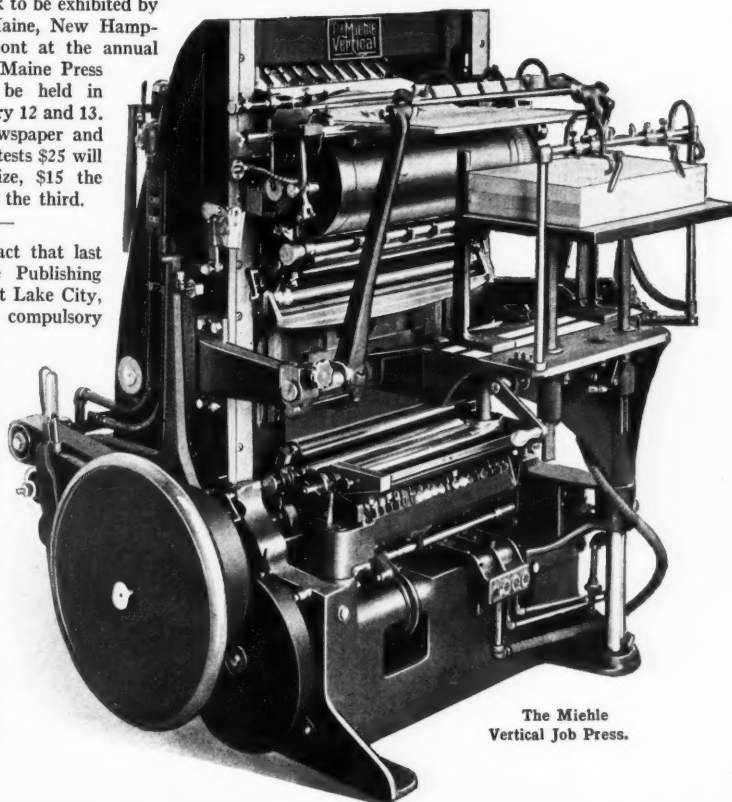
The Maine Press Association has offered \$100 in prizes for the best newspaper and the best jobwork to be exhibited by publishers in Maine, New Hampshire and Vermont at the annual meeting of the Maine Press Association to be held in Portland, January 12 and 13. In both the newspaper and job printing contests \$25 will be the first prize, \$15 the second, and \$10 the third.

Despite the fact that last July the Porte Publishing Company of Salt Lake City, found it was compulsory to move to larger quarters on the ground floor of the Atlas building, it has been found necessary again to secure additional rooms. Space has been taken on the second floor for the organization and sales departments as well as for office quarters for Mr. Porte and Mr. Wray.

A New Miehle Press

Something entirely new in automatic printing machinery is the Miehle vertical job press recently placed on the market by the Miehle Printing Press and Manufacturing Company. This press was displayed at the convention of the United Typothetae of America at Toronto and again at the Direct Mail Advertising Convention at Springfield. It attracted much attention at both conventions and many orders were taken.

It differs from other cylinder job presses in that the bed is vertical instead of flat. The floor space required is 4 by 5 feet, and the height of the machine is $4\frac{1}{2}$ feet. The size shown in the illustration takes a form $12\frac{1}{4}$ by 19 inches. The distribution consists of two form rollers with steel geared vibrator, two composition distributors with steel geared vibrator, a 10 inch full length ink plate and ductor roller, and full length fountain. A motor of $1\frac{1}{2}$ horse power is required. The weight, including motor, is 2,500 pounds. The press is simple in operation and is easily adapted to long or short runs on any kind of paper.



The Miehle Vertical Job Press.

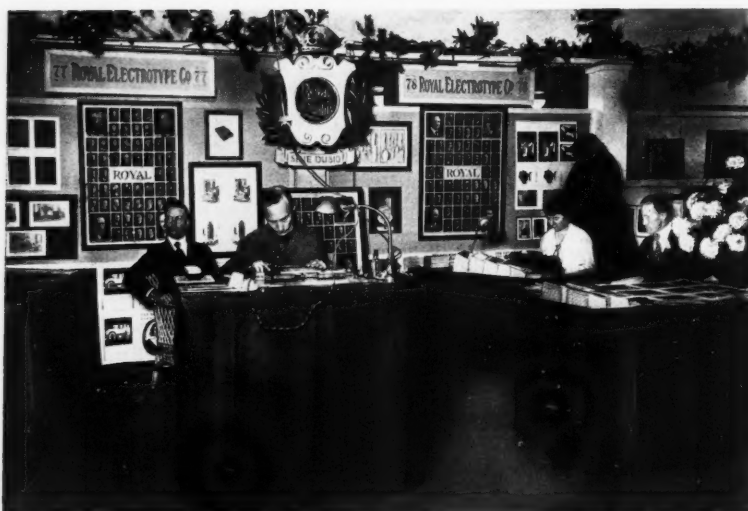


Exhibit of the Royal Electrotyping Company—A Prize Winning Booth at the Direct Mail Advertising Convention at Springfield, Massachusetts.

Graphic Arts Exhibit at Albany

A successful exhibit of the graphic arts was held at Albany, New York, November 18 and 19 by the Capital District Club of Printing House Craftsmen. The exposition was attended by over sixteen thousand persons, who showed a keen interest in its educational features. The exhibits consisted of a great variety of excellent specimens of printing, engraving, color processwork and bookmaking by firms in the capital district, an historical exhibit by the club and many exhibits of machinery and equipment used in the graphic arts. Pictures of craftsmen from Gutenberg to the present day were shown. The operations to complete a job of printing, color process printing and the evolution of printing presses and binders were demonstrated. Among the interesting machinery exhibits was the miniature paper-making machine of the American Writing Paper Company.

Honorable Martin H. Glynn formally opened the exposition and gave an eloquent speech on "The Lure of Printers' Ink," which is printed elsewhere in this issue. Perry R. Long, former president of the International Association of Printing House Craftsmen, spoke at the closing session on "Craftsmen, the Organization and Its Benefits to the Printing Industry."

Arkin Staff Holds "Get Together"

A. R. Arkin, president Arkin Advertisers' Service, Chicago, typographers and printers, not only talks the gospel of hearty cooperation between executives and employees, but provides the means for its accomplishment. Every month a get-together is staged with luncheon "on the boss." Suggestions for the betterment of the printing art in general are entertained and freely discussed. Ways to improve Arkin service are asked for, and the ideas of the office boy are as welcome as those of the executive department. "The sympathetic feeling that exists in our organization," says Mr. Arkin, "is purely the result of getting acquainted. I believe that every

man functioning in this establishment, whether he be in the shop, the office or the sales department, has ideas well worth the consideration of his business associates. I regard it as only just to our clients and to the printing industry as a whole that every effort be put forth to promote the development of helpful thought."

James G. Pavyer

On December 7, 1921, death took away at St. Louis, Missouri, a pioneer typefounder, in the person of James G. Pavyer, who was one of the proprietors of the old, well remembered St. Louis Type Foundry, which about thirty years ago was bought by the American Type Founders Company

he conducted a shop for chase making, paper cutter building and press repairing, in which a son of his was associated with him. This is now in other hands, Mr. Pavyer having retired long ago from active business. Despite his years he continued to take much interest in the progress of the typefoundry industry. He even regretted the sale of the house he helped to found, since it was his hobby as well as his breadwinner. His descendants are Benjamin J. Pavyer, Mrs. Leon Broyer and Marion M. Pavyer.

Merger of Advertising Firms

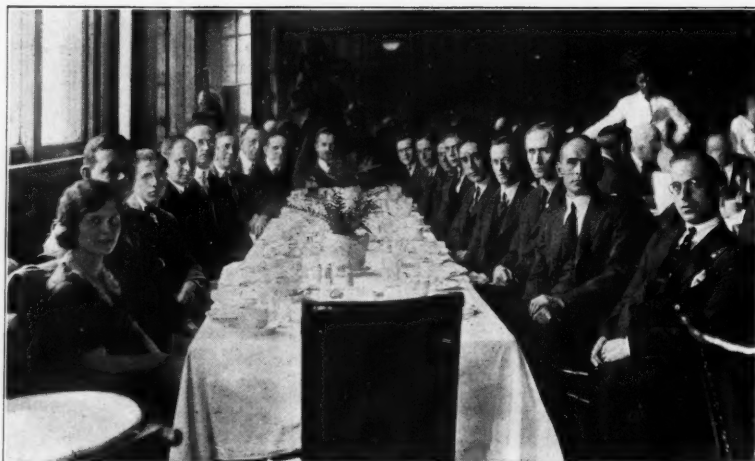
The merger is announced of the Johnson-Ayres Company, of San Francisco, with K. L. Hamman, Advertising, of Oakland, California. While the two agencies will be operated under their respective names as formerly, the offices will be conducted as one production unit.

"Bremerton News" Becomes Daily

The *Bremerton News*, three times a week, published at Bremerton, Washington, the home of the Puget Sound Navy Yard, has branched out as a daily with Associated Press membership. This paper has in the past confined itself to handling the local news, and the same local service will be continued, with the addition of the Associated Press dispatches.

The *News* recently celebrated its twentieth anniversary. It has had but one change of ownership, the present owners having purchased it from the founders five years ago. Since that time Bremerton has more than doubled in population and the surrounding country has greatly developed. Founded as a weekly, the *News* became a semiweekly eight years ago and advanced to a triweekly during the war.

Heading the Bremerton News Publishing Company is H. D. Matthews, a vice presi-



Arkin Staff at "Get Together" Luncheon.

and then discontinued. Mr. Pavyer, who had reached the nineties in years, came from a family of typefounders in London, where the name Pavyer is well known in the trade. He was the mechanical spirit of the St. Louis Type Foundry, and superintended the manufacture of its products. For a number of years after the sale of that concern

dent of the National Editorial Association. Associated with him are H. W. Fredericks, who has served in news capacities with papers in Seattle, San Francisco, New York and Baltimore; and William R. Fletcher, known in Washington and Oregon as a printer of ability. The *News* occupies its own modern building.

Sales Help for Printers

To help printers in the smaller towns get more business, the Chandler & Price Company is distributing, free of charge, its "Business Getters for Printers." This sales help is being sent to printers through jobbers. The series consists of a set of fifty-three illustrated cards, each on some particular business, such as might be sent out by grocers, real estate men, garages, etc. For example, the printer takes the grocer card to one of the grocers in his town. He shows the grocer just how the cards will look when delivered, and takes an order for a quantity of cards. The printer then gets the cut required to print this particular card, in some cases from his jobber, in others from the Chandler & Price Company. This cut is furnished at *scale cost*, plus postage. The printer then sets up the job, following the sample card, inserts the dealer's name and runs off the quantity ordered.

Jobbers who have already sent these "business getters" to their printer customers state that almost every printer who has tried the plan has reported increased sales.

Wisconsin Newspaper Men Organize New Daily

The *Wisconsin Daily Press*, at Chippewa Falls, Wisconsin, has been purchased by W. H. Bridgman, one of Wisconsin's oldest newspaper men, F. A. R. Van Meter, also a widely known Wisconsin newspaper editor, Robert G. Lee, assistant director of the U. T. A. Department of Education, and J. Walter Strong, U. T. A. district secretary for Wisconsin. This daily, in a town of ten thousand, has been renamed the *Chippewa Daily Gazette*, and a new corporation has been formed with a capital of \$50,000 to conduct the newspaper and a general commercial printing business. The name of the



Exhibit of the Hampshire Paper Company—One of the Prize Winning Booths at the D. M. A. A. Convention at Springfield, Massachusetts.

corporation is the Chippewa Valley Press, Incorporated. The officers are W. H. Bridgman, president and editor; F. A. R. Van Meter, vice president and associate editor; Robert G. Lee, treasurer and general manager, and J. Walter Strong, secretary and advertising manager.

The new publication has been enthusiastically received by Chippewa Falls. Its slogan is "Grow with Chippewa Falls," and its expressed policy is "to be aligned with the uplift forces of the community; to stand

for good government, law, religion, educational progress and industrial development."

Printing Scholarship Established by Miller Saw-Trimmer Company

A scholarship in the Department of Printing and Publishing at Carnegie Institute of Technology has been established by the Miller Saw-Trimmer Company. Under the terms of this scholarship, which will be known as the "Miller Saw-Trimmer Company Scholarship," \$200 will be available yearly, to be awarded to a regular student in the department who, in addition to high scholastic standing and good character, gives striking evidence of the fact that he has exceptional mechanical ability.



Miller Saw-Trimmer Company's Exhibit at Eagle A Paper Making Exposition and Paper Show Held in New York, During the Week of November 29.



Aeroplane View of American Type Founders Central Factory

The view of the American Type Founders Company's plant at Jersey City, New Jersey, which is shown on this page was taken from an aeroplane. In taking position from which to make the photograph the aeroplane fell into an area of light air, causing the machine to drop suddenly and turn upside down when so close to the factory that it became dangerous to attempt to recover the machine's proper position. The aviator was compelled to withdraw, making a circuit of a few miles, flying upside down until he

for such books. It was the generosity of the late Jacob H. Schiff, Louis Marshall, and others that created a fund for the erection of a Hebrew press.

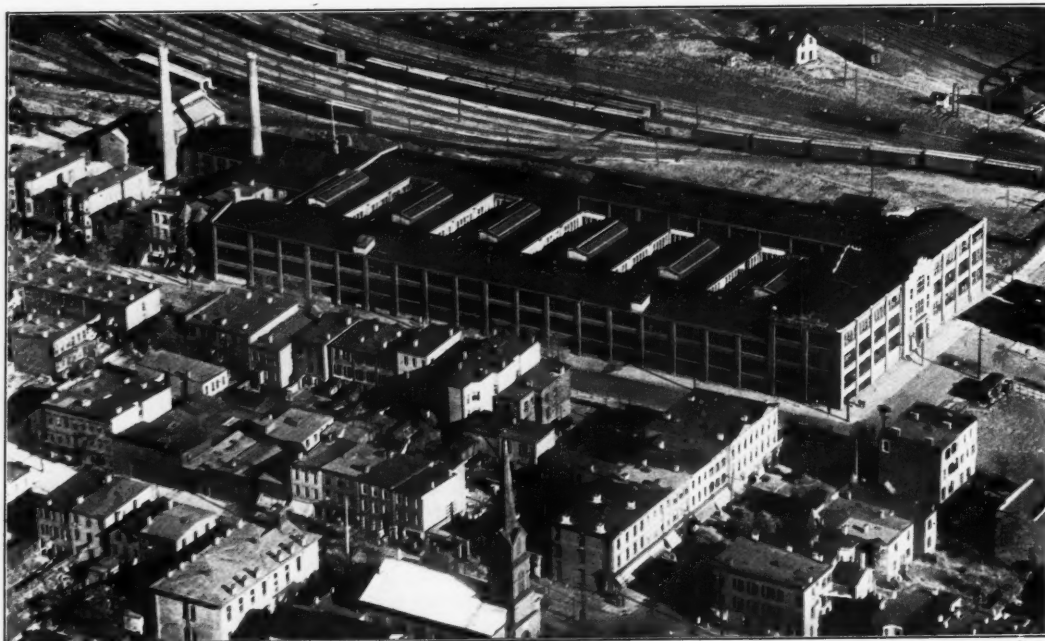
In setting Hebrew, the characters must be set in one line and the vowel points and accents must be set in the following line so that they will come directly above or below the characters which they affect. After much study it was found that the monotype, with its unit system, under which all characters are of a known and automatically recorded width, could be adapted to composition of this kind. The first ma-

develop. Another table gives the fluid contents of the chief makes of developing tanks and machines, with time tables for tank development. A chapter is devoted to "Selling Photographs for Reproduction."

Three editions are issued: Northern Hemisphere and Tropics, Southern Hemisphere and Tropics, and United States.

Advertising Paper

The American Writing Paper Company carried out a most successful papermaking demonstration in New York during the week of November 29. The exhibition was



Photograph Taken From an Aeroplane Showing Plant of the American Type Founders Company, Jersey City, New Jersey.

gradually recovered his position, enabling the photographer to make the picture.

These buildings house the general offices of the American Type Founders Company, the office of the president, R. W. Nelson, the typefoundry, the Kelly press manufacturing department, the Typographic Library and Museum, and the specimen printing department. The buildings are fire proof, and are lighted and ventilated in the most approved manner. They are located in the best shipping point in the eastern states, all the main trunk lines converging near the factory, which is also advantageously situated for the export trade, being close to the water front of the New York harbor. The top floor in front is occupied by the model steel plant of the printing department.

A New Hebrew Press

Dr. Cyrus Adler, of Dropsie College, writes in the *Journal of the American Oriental Society* (Yale University Press) a very interesting article about the solution of the problem of using typesetting machines for the composition of ancient, or accented, Hebrew. Some action was necessary, because of the high cost of books in this language, and because of the increasing demand

chine is now successfully in operation in the Hebrew Press in Philadelphia. The keyboard operator on this machine has already set up a galley of Hebrew type with vowels in forty-five minutes, as against four hundred and fifty minutes by hand.

Dr. Adler states that "it may be fairly said that a revolution in Hebrew printing has been effected." Other Oriental languages may be adapted to this machine.

Photographic Exposure Calculator

A copy of the Wellcome Photographic Exposure Calculator, Handbook and Diary for 1922 has been received from Burroughs, Wellcome & Co., 18-20 East Forty-first street, New York city. The calculator is so contrived that by one turn of one scale the correct exposure figure is given for all average foreground subjects out of doors and for portraits in well lighted rooms. For other subjects such as flashlight photographs, clouds, interiors by artificial light and night subjects out of doors a second turn of the scale or a glance at the special table is sufficient.

A new feature is a table giving the exposure speed of over two hundred different plates and films and the speed at which they

thronged during the afternoons and uncomfortably packed with people during the evenings. The processes of papermaking from start to finish were shown, and the miniature papermaking machine was in operation all the time. Besides there were a complete paper testing laboratory and envelope machines in operation. The old-time methods of making paper were also demonstrated. The most valuable educational features of the exhibition were the lectures and exhibits which explained how the company is standardizing its products.

Mission Press Installs Linotypes

The Mission Press, of Singapore, Straits Settlements, is doing things in the modern way. Two new linotypes, one for Malayan and the other for English, have been added to the equipment of that important missionary enterprise. The Mission Press is the only plant of its kind in all Malaysia. The printing and publishing house occupies a three story building, and is self supporting. In spite of the temporary business depression which has been almost universal, the business of the press has been steadily increasing. Malayan is one of the fifty different languages composed on the linotype.

THE INLAND PRINTER WANT ADVERTISEMENTS

HARRY HILLMAN, EDITOR

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY,
632 SHERMAN STREET, CHICAGO

VOL. 68

JANUARY, 1922

No. 4

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; New York Printers' Supply Salesmen's Guild; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

SUBSCRIPTION RATES

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Brems buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES

FOR SALE (OR PARTNERSHIP)—\$30,000 corporation, Chicago, South Side, outside loop; linotype, saw trimmer, pony (cylinder), 6 Gordons (2 Millers), Multicolor, cutter, folder, stitcher, perforator, punch, individual motors, large assortment type and equipment for job and small publication office; \$10,000 cash controls or \$5,000 secures 2-5 interest, balance installments; money making plant. J 534.

FOR SALE—One of the finest job printing plants in the Northwest, doing an extensive general line of high-grade catalog and color work of over \$100,000 yearly; plant appraised at over \$87,000; owner also has a very large publishing plant and desires to reduce his work and responsibility; a good cash payment and terms for balance. J 523.

LOCATED in the business center of New Orleans, I have an established, well-equipped printing plant paying liberally upon the investment, which I desire to dispose of; to the right person, a young man, I will give an opportunity to go into a business that will pay for itself; the plant invoices \$24,000. If interested, address J 519.

LINOTYPYPER wants to install multiple magazine machine with printer having 700,000 ems or more composition per month; publication or book work preferred; New York or other eastern cities. For particulars address WILLIAM GLANVILLE, 214 West 70th street, New York City.

WANTED—A high-powered printing salesman and estimator who can invest \$5,000 or more in the business can connect with one of the best known printing concerns in Texas; established 19 years; highest class patronage. J 531.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate; carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALEBOOK CO., Chicago.

EXPERIENCED SALES AGENT in printers line, with office in Chicago, desires to take on a line of labor saving devices, on commission basis; best of banking and industrial references; cover larger points in Middle West. J 537.

FOR SALE—Daily newspaper, 15 years old; Kansas county seat, 3,000; official paper, loyal support; \$10,000—\$6,000 cash; consider weekly as part payment; ill-health family. J 527.

PRINTING BROKER seeks connection with printing plant equipped for high-grade commercial and job work. J 528.

FOR SALE—Good established job printing office in Indiana county seat; price, \$3,500. J 468.

FOR SALE

FOR SALE—Modern 2-cylinder plant near Chicago with Gordons, binding machinery, price \$15,000; modern 4-cylinder plant in Chicago with Gordons, binding machinery, etc., price \$40,000; 39 by 53 Miehle press with combination delivery, Crocker-Wheeler D. C. motor, price in Chicago \$2,950; ¼ inch Latham wire stitcher; 24-inch Rosback punch; 45-inch Sheridan chain drive cutter; 26 by 34 and 46 by 62 Miehles; 32 by 46 Scott presses, 4-roller, near Chicago; 39 by 52 Huber; 43 by 56 Cottrell press equipped for cutting and creasing; 25 by 38 modern Dexter job folder with continuous feeder and motor, price \$1,500; cabinets, stones, perforators, stitchers, C. & P. Gordons, outfits, materials, new and overhauled. WANNER MACHINERY CO., 716 S. Dearborn street, Chicago.

FOR SALE—Kidder Rotaries: 28 by 20 inch perfecting, flat or folded delivery; 30 by 30 inch perfecting and extra color on face; 36 by 48 inch two-color and 30 by 20 inch and 36 by 60 inch one-color rotary wrapping paper presses; roll feed bed and platen Kidder, one 8 by 12 inch one-color; also two 6 by 6 inch New Era presses printing two colors on top of web with attachments, and one 6 by 6 inch New Era press printing two colors on top and one color on the reverse side of the web with attachments. GIBBS-BROWER COMPANY, 261 Broadway, New York City; 181 Quincy street, Chicago, Ill.

TO CLOSE OUT a large plant we have for sale at a sacrifice: Babcock Optimus two-revolution press, 45 by 63 bed, condition equal to new; Oswego 57-inch pinking machine with table and electric slider; Sheridan embosser steam head, 20 by 22, two rod power; Sheridan embosser steam head, 28 by 38, four rod power; one hundred paper trucks, value \$18, our price \$10. J 497.

LINOTYPE OR INTERTYPE GEAR DRIVE MOTORS—You may be buying a new Linotype or Intertype, your town may be changing current or you may need individual gear drive motors for the machines you have; new equipment complete \$115; used equipment from \$50 to \$100. Write to WILLIAM REID & CO., 537 S. LaSalle street, Chicago.

Megill's Patent SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street
NEW YORK

From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES



WISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

SAWS FREE—Miller, Laclede, System point-set, others, only \$5.50; this price includes saw furnished free when saw you buy is worn out through sharpening by us. Let us sharpen your saws until new saw is needed, and never again will you have to spend another cent on new saws. **WONDERSAW**, 202 West 20th street, New York.

FOR SALE—One Hickok ruling machine; this machine has two beams, cloth 38 inches, 44 inches between rails, double striker, direct drive including geared motor and is a late up-to-date machine in every particular; has only been used about three months; was taken in a trade. **FRANK BARKALOW**, Box 850, Morgantown, W. Va.

FOR SALE—New Monotype type, 6 to 36 point, large variety; type and border 50c lb.; "Unbreakable" leads and slugs (not Monotype) in 2-foot strips, 20c lb.; rule, 45c; cut, 5c lb. extra; linotype and monotype composition. Send for catalog. **GROSS TYPESETTING & FOUNDRY CO.**, 118 N. Third street, St. Louis, Mo.

FOR SALE—No. 1 Linotype machine, newly rebuilt and in first-class mechanical condition; one font two-letter mats and one magazine included; just the machine for daily or weekly newspaper; \$1,100 cash. **GROSS TYPESETTING & FOUNDRY CO.**, 118 N. Third street, St. Louis, Mo.

TYPE CASE LABEL CARD HOLDERS, 1 by 5 inches, \$1.75 per 100; celluloid card covers 1 by 5 inches, \$1.25 per 100. Send for samples and free copy of booklet: "How to Save Money in the Composing Room." **HADDON BIN LABEL CO.**, Haddon Heights, N. J.

FOR SALE—Two Dexter folders: one size 20 by 26 to fold 9 by 12, one size 22 by 28 to fold 12 by 12, both with Dexter feeder attachment. Call up Canal 5456 or write **NATIONAL PRINTING & PUBLISHING CO.**, 2150 Blue Island avenue, Chicago.

FOR SALE—One 12 by 15 Johnson process camera, lens, and ray filter; one 10 by 12 Mezzo screen; one Hoke engraving outfit and various size plates, also steel pantograph for above. **GOSPEL TRUMPET CO.**, Anderson, Ind.

BOOKBINDERS' MACHINERY—New Model National book sewing machines, also rebuilt machines. Write for particulars. **JOSEPH E. SMYTH CO.**, 638 Federal street, Chicago.

ELECTRIC MOTORS—220 and 110 volt, D. C., electric motors; sizes from ¼ to three H. P.; also speed regulators. **CATON PRINTING CO.**, 906 Central, Kansas City, Mo.

FOR SALE—One 44 by 62-inch 0000 Miehle one-color press, with Upham attachment, making it capable of two-color work; A1 condition; reasonable price. **J 319.**

FOR SALE—Thompson Typecaster, complete equipment; like new machine; 6 to 48 point; price \$1,600 cash or terms. **FRANK NOSSEL**, 38 Park Row, New York, N. Y.

FOR SALE—Typewriters with linotype keyboard; best for all printers, publishers and vocational schools. **EMPIRE TYPE FOUNDRY**, Buffalo, N. Y.

FOR SALE—One Humana feeder, 10 by 15, in perfect condition; price \$350.00. **ACME PRINT CO., Inc.**, 318 N. 9th street, Reading, Pa.

FOR SALE—Miehle Pony press, bed 26 by 34, in good condition; price \$1,500. **THE MCCLURE CO., Inc.**, Staunton, Virginia.

GLAZED LABEL PAPER, about ten reams, blue, yellow, orange; dirt cheap. **THE EVENING REPUBLICAN**, Columbus, Indiana.

PAPER—960 Reams 6½ by 34½—9 lb. Enamel Stock cheap. Phone Mr. DALY, Victory 8100, Chicago.

FOR SALE—Miller Saw-trimmer; cost \$450, sell for \$350, terms; good as new. **J 503.**

HELP WANTED

Composing Room

ONE OF THE OLDEST New York State printing plants wishes to connect with a superintendent and a working composing room foreman, also a few high-grade catalogue and display compositors; only non-union men will be considered; references and full details of experience must be given; good opportunities for live men to connect with a progressive concern. All correspondence strictly confidential. **J 504.**

WANTED—Composing room foreman; a high-grade job for a man possessing executive ability; plant has monotype and linotype non-distribution system; must understand layout of quality work and lockup of all kinds cylinder forms; open shop, 48 hours; out of town. Write **J 524.**

WANTED—First-class linotype operators for book and tabular work; high-grade job compositors; experienced stoneman and make-up man; also combination stock man and paper cutter; permanent positions; open shop, 48 hours. **THE R. L. BRYAN COMPANY**, Columbia, S. C.

MONOTYPYPER—Combination man, thoroughly experienced on keyboard and caster; good permanent position for man who can qualify. Give age, past experience, former employment, salary expected, etc. **THE McDONALD PRINTING CO.**, 107 Opera Place, Cincinnati, Ohio.

WANTED: COMBINATION MONOTYPE OPERATOR—Familiar with tariff, who can also do hand work; for such a man, non-union, we have a permanent position at high wages. **INDEPENDENT COMMERCIAL PRINTERS**, 552 First avenue, South, Seattle, Wash.

WANTED—Linotype machinist operator; Northwestern Ohio plant catering to the better class of catalog work. Give full information in first letter, stating each place you have previously worked, in what capacity, length of service and salary expected; open shop. **J 484.**

MONOTYPE OPERATOR—One of the largest printing houses in Canada has an opening for an experienced monotype operator; open shop, 48 hours, pleasant working conditions; highest wages to right man. Apply, stating experience and salary expected, to **J 496.**

COMPOSITOR—Excellent, permanent position for man who can produce high-grade typography. Give age, experience, salary expected, etc. Also send samples of work if possible. **THE McDONALD PRINTING CO.**, 107 Opera Place, Cincinnati, Ohio.

TYPOGRAPHERS—Splendid opening on fine hand set ads; must understand correct display, spacing, etc.; be able to set type accurately with speed; union. **ARKIN ADVERTISERS SERVICE**, 422 S. Wabash avenue, Chicago.

WANTED—Stone man for cylinder lockup; high-grade catalog work; open shop; a real job for a man of real ability; none other need apply; Northwestern Ohio. **J 533.**

LINOTYPE OPERATOR MACHINIST to take charge of night side of Linotype plant; steady work; \$55.00. **WRIGHTSON**, 74 India street, Boston.

WANTED—A first-class combination monotype operator for out of town; open shop, 48 hours; steady position. Write full particulars. **J 535.**

"HANDY LAY-OUT SET"—4-page to 64-page; instant, accurate, convenient; postpaid \$1, worth \$100. **BOX 257-1**, Santa Barbara, Cal.

WANTED—First-class compositor on high-grade catalog work; open shop. **CASLON PRESS**, Toledo, Ohio.

WANTED—Capable man to take charge of lithograph and job printing plant in Ohio valley. **J 501.**

WANTED—Linotype machinist operator; open shop; northwestern Ohio. **J 545.**

Managers and Superintendents

PRODUCTION SUPERINTENDENT or foreman who knows every end of the business desires permanent position with reliable firm anywhere; no day too long or job too hard; always on the job; can figure at a profit; middle age man of principle who does not stand still; can increase and improve production; non-union; best of references. **J 510.**

PRODUCTION MANAGER OR SUPERINTENDENT in printing plant with four cylinders and eleven jobbers, monotype, ruling machines and bindery equipment, doing catalog, loose leaf and a general line of printing. **J 532.**

EXPERIENCED MECHANICAL SUPERINTENDENT in large printing plant and bindery in Seattle; plant conducted on open shop plan. **J 525.**

Salesmen

EXTRAORDINARY OPPORTUNITY for real printing salesmen; one of the largest and best-equipped printing plants in the Middle West, located in the heart of America's richest manufacturing district, will add to its staff three experienced, high-grade salesmen of proved ability; for the right men this is one of the biggest money-making opportunities in the printing business; only live men of real ability will be considered. Answer, giving earnings past two years and complete history of experience. **J 487.**

SALESMEN SELLING PRINTING to sell gummed labels for package addressing as a side-line; 20 per cent commission. **McCOURT LABEL CABINET CO.**, Bradford, Pa.

SALESMAN WANTED—For commercial and book work, well-equipped cylinder and platen shop in western New York; salary and commission. **J 520.**

INSTRUCTION

LINOTYPE INSTRUCTION—Twenty-one Mergenthaler linotypes; established fifteen years; more than 1,000 have attended. Call, write for particulars. **EMPIRE SCHOOL**, 133 E. 16th street, New York City.

SITUATIONS WANTED

Artist

ART DEPARTMENT FOREMAN photo-engraving or lithographing house; first-class experience, designing, colors, black and white, including lettering, Ben Day and offset process. **J 530.**

Bindery

SUPERINTENDENT-FOREMAN wishes to connect with medium or large size plant; knows business from all angles and can handle help to best advantage. **E. C. WALKER**, 1747 Otto street, Chicago.

PROCESS WORK —and Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72. Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by **A. W. PENROSE & Co., Ltd.**, 109 Farringdon Road, LONDON, E.C.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

SUPERINTENDENT-FOREMAN big plant, cloth edition man; 20 years in trade, 12 as executive; thoroughly experienced in pamphlet, cloth and extra work, sheets to bound books; highest references; will stand the closest investigation as to competence and character. J 529, care The Inland Printer, New York City.

SITUATION WANTED — Forwarder and finisher or foreman; am a first-class blank book man. J 522.

Composing Room

COMPOSING ROOM FOREMAN, now with second largest office in the South, desires to change; union; catalogue, tariff and commercial work, capable of laying out adv., etc.; married; 30 years old. J 526.

PRINTER, 27 years' experience, wants combination job; artistic job printer, expert linotype machinist operator, monotype sorts caster; union. J 477.

Managers and Superintendents

MANAGER-SUPERINTENDENT — Practical country-bred printer, 36, with several years' experience as superintendent in city shop, formerly editing, estimating, buying and supervising for corporation on large weekly and job office (non-union, never affiliated with any local) desires change; married, reliable and a hard worker; position must be permanent. J 505.

Newspaper

DO YOU NEED A MAN? — Advertiser has had extensive experience in newspaper and advertising field, and, being free the first of the year, is desirous of securing another position; am prepared and fully competent to undertake management of large weekly or medium daily (English) anywhere; would also consider position with good advertising agency, where there is a chance to work up; am not afraid of work and will give employer benefit of experience gained during six years of publishing weekly newspaper on own account; age 35, and married. Apply in first instance to J 521.

WANTED TO PURCHASE

WANTED — Kidder press that will print and sheet from roll; must be 10 by 15 or larger; state lowest price. C. E. LUTHER, 341 Cabot street, New-tonville, Mass.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 41-43 Ellsworth avenue, S. W., Grand Rapids, Mich.

WANTED — New or secondhand copy of "How to Estimate on Printing" (by Harry M. Basford). A. F. DROSTE, Waverly, Iowa.

WANTED — No. 5 Optimus press; must be modern and in good condition. THE McCURE COMPANY, Inc., Staunton, Virginia.

WANTED — Drum cylinder press; any make, about 24 by 32 inches. J 538, care Inland Printer, 41 Park Row, New York City.

WANTED FOR CASH Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal street, Chicago.

WANTED — Universal press, 10 by 15 or next size larger. MONROE PRINTING INK CO., Monroe, Michigan.

WANTED — Three Galley Universal presses, 14 by 22. J 536.

BUSINESS DIRECTORY

Bookbinders' Machinery

LATHAM MACHINERY CO., 1153 Fulton street, Chicago; 45 Lafayette street, New York; 531 Atlantic avenue, Boston.

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city. Large stock on hand.

Brass Typefounders

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city. Large stock.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Brass Dies for Stamping and Embossing

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city.

Calendar Pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert avenue, Cincinnati, Ohio, makes calendar pads for 1922; now ready for shipment; the best and cheapest on the market; write for sample books and prices.

Carbon Black

CABOT, GODFREY L. — See advertisement.

Chase Manufacturers

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases; guaranteed forever. See Typefounders.

Counting Machines

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Cylinder Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre street, New York. Electric and gas heaters, with automatic cut-offs, for all styles of presses. "Be a hot printer."

Electrotypers' and Stereotypers' Machinery

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn street.

Embossing Composition

STEWART'S EMBOSSEING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 12 for \$1.25 postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraving Methods

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

Job Printing Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Motors and Accessories for Printing Machinery

SPRAGUE ELECTRIC WORKS, 527 W. 34th street, New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers

UTILITY HEATER CO., 239 Centre street, New York. Electric and gas machines that stop offset and electric troubles, quick-dry ink; safe for all presses.

Numbering Machines

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Paging and Numbering Machines

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Paper Cutters

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Perforators

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Photoengravers' Machinery and Supplies

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

Photoengravers' Supplies

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn street.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Our Latest Model No. 4

Gas heated complete, with motor cooling space, etc., \$125.00

Electrically heated, \$10 additional.

Embossing or Engraving Compounds, per lb. \$2.50

EMBOSSOGRAPHY

The art of producing the Patented, **absolute Flexible and Permanent**, can't crack off or scratch off embossed or Engraved effects, without the use of dies or plates, any color, also Gold and Silver, as fast as ordinary Printing. **DON'T BUY A TOY OUTFIT, AND EXPECT SUCCESS.**

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc., 251 William St., New York City

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Printers' Rollers and Roller Composition

BINGHAM'S, SAM'L SON MFG. CO., 636-704 Sherman street, Chicago; also 514-518 Clark avenue, St. Louis; 88-90 S. 13th street, Pittsburgh; 706-708 Baltimore avenue, Kansas City; 40-42 Peters street, Atlanta, Ga.; 151-153 Kentucky avenue, Indianapolis; 1306-1308 Patterson avenue, Dallas, Tex.; 719-721 Fourth street, S., Minneapolis, Minn.; 609-611 Chestnut street, Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d street, Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase street, Boston 9, Mass. Established 1859.

Printers' Supplies

BARNHART BROTHERS & SPINDLER — See Typefounders.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

G. E. REINHARDT, Leipzig-Connewitz 138, Germany.

Printing Machinery, Rebuilt

BARNHART BROTHERS & SPINDLER — See Typefounders.

Printing Material

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Punching Machines

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Roughing Machines

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Ruling Machines

G. E. REINHARDT, Leipzig-Connewitz 138, Germany, late Förste & Fromm, Leipzig.

Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work; matrices are molded in a job press on special matrix boards; the easiest of all stereotyping processes; plates sharp as electros. COLD SIMPLEX STEREOTYPING — A brush-molding process; level plates with no concave faces on type or cuts; quick and inexpensive process. Note this: Matrices made by either process are deep enough for rubber stamp work. Send stamps for literature. Sample matrices ten cents each. HENRY KAHRIS, 240 East 33d street, New York.

Tags

MR. PRINTER — Send TAG inquiries and orders to THE DENNEY TAG COMPANY, Inc., West Chester, Pa., for quick service. Anything in blank or printed, regular or special tags, at lowest trade prices.

Typefounders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 557 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 376 Donald st.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

EMPIRE TYPE FOUNDRY (Est. 1894), makers Wood Type, Metal Type, Reglet and Cutting Sticks. Buffalo, N. Y. Delevan, N. Y.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress street, Boston. 535-547 Pearl street, cor. Elm, New York.

Wire Stitchers

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

LATHAM MACHINERY CO., 1153 Fulton street, Chicago.

Wood Goods

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Wood Type

EASTERN BRASS & WOOD TYPE CO., 114 E. 13th street, New York city.



Fine Engraved
Christmas Greeting Cards
Write for Sample.

Note: We manufacture these expressly for the printing trade. Just the card you want for imprinting the customer's name.

KING CARD COMPANY, 611 Sansom Street, Philadelphia, Pa.

CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY

We have a few bargains in REBUILT PRESSES. Let us know your needs. We specialize in repair parts for Campbell Presses and counters for printing presses. Expert repair men for all makes of presses sent to your plant.

288 SCHOLES STREET BROOKLYN, NEW YORK

Avoid delay when in need of repairs by sending orders direct to office.

CARBON BLACK

SOLD BY

GODFREY L. CABOT, Boston, Mass.
938-942 Old South Building

Auk, Monarch, Kosmos No. 1, Kosmos No. 2, PN Elf, SS Elf, Kalista

Printers and Publishers, Attention!

Let this plant be your bindery. We are equipped to serve you no matter where you are located.

ENGDAHL BINDERY

(HOLMGREN, ENGDAHL & JOHNSON Co.)

Edition Bookbinders

412-420 Orleans Street, Chicago

Phone Main 4928

BOOKBINDERS

TO THE TRADE

We specialize in Edition and Catalog Binding in cloth or leather, also pamphlet work.

THE FOREST CITY BOOKBINDING CO.

525 Caxton Bldg., Cleveland, Ohio

Printing Plants and Businesses

BOUGHT AND SOLD

Printers' Outfitters. American Type Founders' Products, Printers' and Bookbinders' Machinery of Every Description.

CONNER, FENDLER & CO., 96 Beekman St., New York City

WOOD TYPE

Eastern Brass & Wood Type Co.

Largest stock in all sizes always on hand.

114 East 13th Street, NEW YORK CITY

EXPERT TYPOGRAPHER AND LAYOUT MAN WANTED

Give age, experience and salary required.

Southam Press, Limited

Montreal, Canada

SOME of your records must last indefinitely. Some of your record books must stand the ravages of time and hard usage. You should insist that these books be made of Brown's Linen Ledger—the paper that never grows weak or discolours or loses its legibility from age; the paper that has wonderful strength because it is made of pure white rags without strong bleaching chemicals.

Since the use of Brown's Linen Ledger adds only 2% to the cost of the ledger or record book, and adds so much to the appearance as well as the durability of your books, isn't it worth while to recommend Brown's to your customers for all their record books and loose leaf systems?

Write for sample book today



This watermark identifies the Ledger Papers Linen Papers Bond Papers and Advance Bond "The High Grade Business Paper" made by the L. L. BROWN PAPER CO. who make only quality papers.



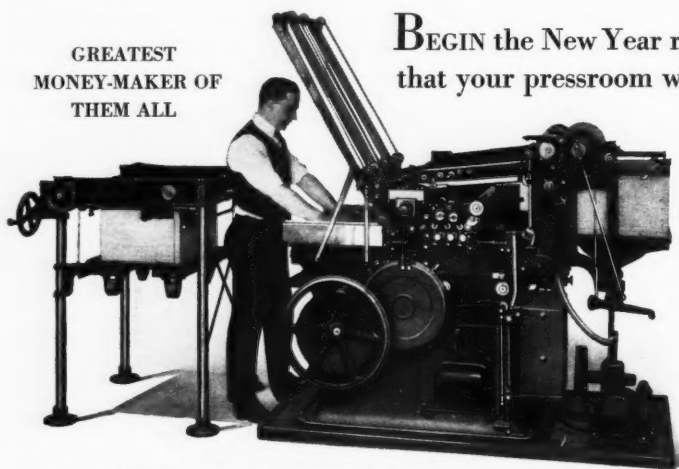
BROWN'S Linen Ledger Papers

L.L. BROWN PAPER CO.

ADAMS, MASS., U.S.A.

The Only Presses MAKING MORE MONEY than the LITTLE KELLY are Those in the U. S. Mint

GREATEST
MONEY-MAKER OF
THEM ALL



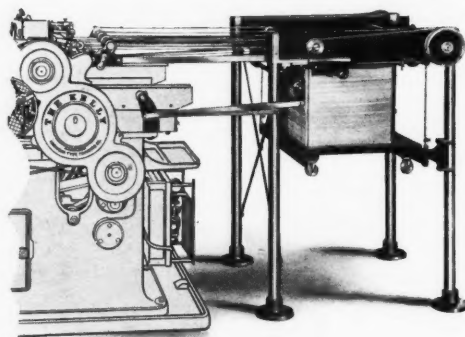
THE KELLY AUTOMATIC JOB PRESS WITH EXTENSION DELIVERY (An Extra)

BEGIN the New Year right. Make a resolution that your pressroom will show a greater profit this year than any previous normal year. If you have a lot of old, slow-moving, bulky machinery, throw out these parasites and buy a Little Kelly which is a little gold mine. It handles all job work, both short and long

runs, better than any other press. Its quality equals that given by the big four-roller cylinders. You owe it to yourself to investigate. Its capacity and productivity and product will pleasantly surprise any Kellyless printer. You need not be outclassed in production by Kellywise printers.

To Kelly Press Users

KELLYWISE printers who have not yet added the Extension Delivery to their Little Kellys are asked to consider the economies it effects. It reduces spoilage to a minimum by making it unnecessary to handle the work before the ink is dry. It saves the time used unnecessarily in frequent handling. It prevents offset on much work that otherwise would require slipsheeting. It saves time in forwarding the work from press to the folder, paper cutter or the delivery room. It does not obstruct access to the form in the least. It takes care of the smallest jobs and shortest runs better than a regular jogger.



EXTENSION DELIVERY IN ACTION

It takes a pile 30 in. high, and when the pile is completed it is on wheels, ready to be hauled anywhere without handling.

FOR FULL PARTICULARS APPLY TO NEAREST SELLING HOUSE OF THE

American Type Founders Company Developer and Manufacturer of the Kelly Press; or to
BARNHART BROS. & SPINDLER, Washington (D. C.), Dallas,
Omaha and Seattle; DODSON PRINTERS SUPPLY COMPANY, Atlanta; and TORONTO TYPE FOUNDRY COMPANY, for Canada east of Port Arthur. In Canada
west of Port Arthur, AMERICAN TYPE FOUNDRY COMPANY, Winnipeg.

The Charm of the Old with the Utility of the New

THE graphic arts, in common with all other arts, draw upon the past for inspiration and atmosphere. The art of paper making has kept pace with those of printing, photo-engraving and lithography. But the demand for the old "hand made effects" still persists. Hence

BASIC TEXT

A strictly modern, standardized paper, made in quantity, and therefore sold at an economical price. But it retains the distinctive characteristics that gave charm to the products of the old paper makers, the crude simplicity of whose equipment was more than offset by their exquisite artistry.

Few papers offer equal incentive to pure typographic skill. None are commercially more practical. The deckle runs the long way of the sheet. White, india, gray and blue. Look for the water-mark. Basic Covers to match.

THE WHITAKER PAPER COMPANY





"OAK LEAF" COATED CARDBOARDS

CUT THE COST OF PRINTING

WHEN you use Collins "OAK LEAF" Cardboards
there are no delays due to

sorting defective sheets ✻ ✻ ✻
or to readjustments to meet varia-
tions in stock thickness ✻ ✻ ✻
or to make standard inks lay properly

THE finest example of the engraving art can be
reproduced on the "ULTRAFINE" coating of "OAK
LEAF" cardboard.

Transluents	Coated Blanks
Railroads	Tough Checks
Post Card Stock	Folding Satin, etc.

Each package bears the "OAK LEAF" trade-mark



Sold through recognized distributors in the principal cities

A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U. S. A.

Makers of Cardboards, Coated Specialties and Cover Papers
Since 1857

LANCASTER BOND

BEAUTY should be the by-product of real value. When it is so it costs but little. Real beauty reflects honest work and sincere craftsmanship. No one appreciates more keenly the compelling power of beauty than does the printer. Design, form and color are the foundation stones of his business.

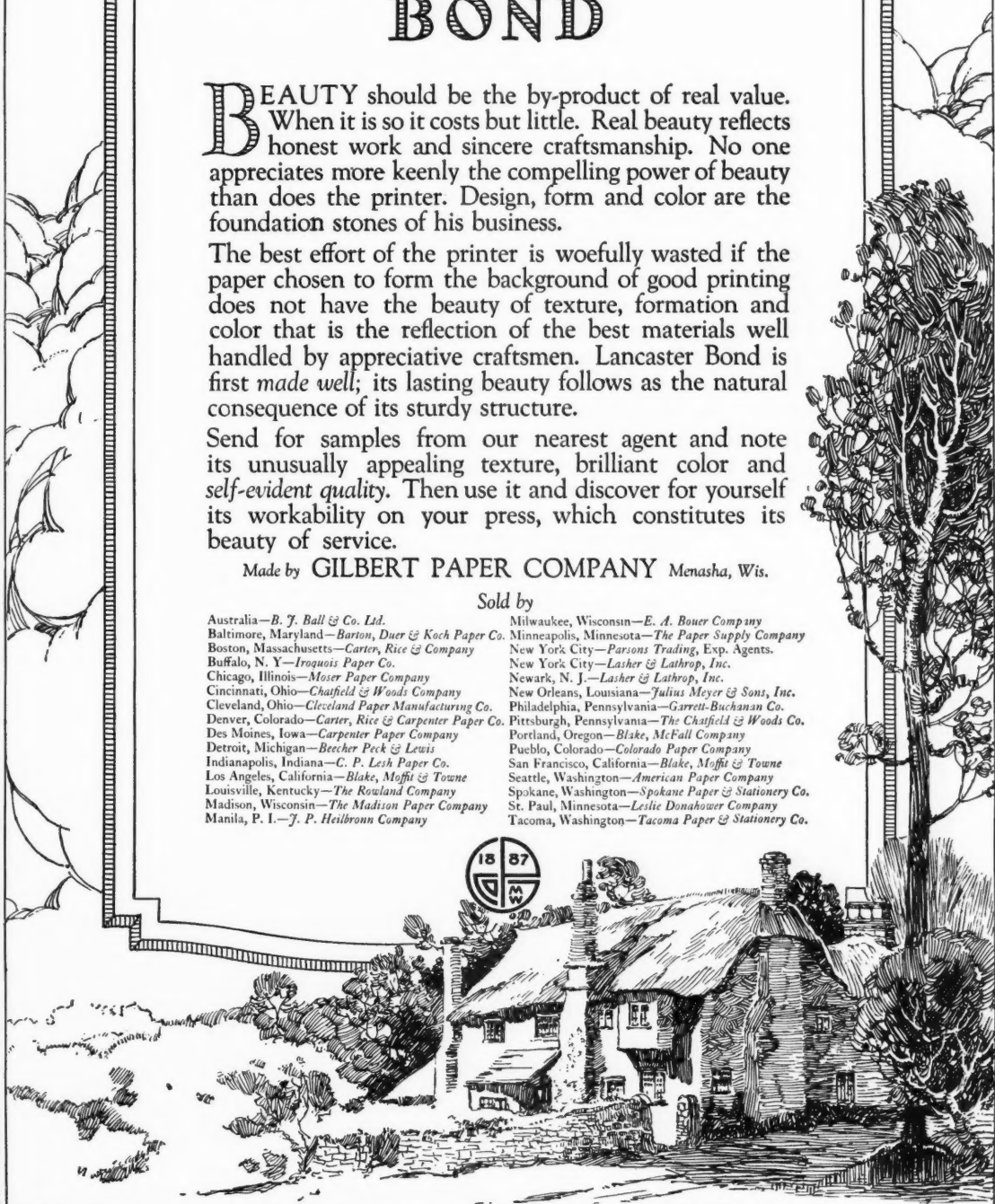
The best effort of the printer is woefully wasted if the paper chosen to form the background of good printing does not have the beauty of texture, formation and color that is the reflection of the best materials well handled by appreciative craftsmen. Lancaster Bond is first *made well*; its lasting beauty follows as the natural consequence of its sturdy structure.

Send for samples from our nearest agent and note its unusually appealing texture, brilliant color and *self-evident quality*. Then use it and discover for yourself its workability on your press, which constitutes its beauty of service.

Made by GILBERT PAPER COMPANY Menasha, Wis.

Sold by

Australia—B. J. Ball & Co. Ltd.	Milwaukee, Wisconsin—E. A. Bower Company
Baltimore, Maryland—Barton, Duer & Koch Paper Co.	Minneapolis, Minnesota—The Paper Supply Company
Boston, Massachusetts—Carter, Rice & Company	New York City—Parsons Trading, Exp. Agents.
Buffalo, N. Y.—Iroquois Paper Co.	New York City—Lasher & Lathrop, Inc.
Chicago, Illinois—Moser Paper Company	Newark, N. J.—Lasher & Lathrop, Inc.
Cincinnati, Ohio—Chaffield & Woods Company	New Orleans, Louisiana—Julius Meyer & Sons, Inc.
Cleveland, Ohio—Cleveland Paper Manufacturing Co.	Philadelphia, Pennsylvania—Garrett-Buchanan Co.
Denver, Colorado—Carter, Rice & Carpenter Paper Co.	Pittsburgh, Pennsylvania—The Chaffield & Woods Co.
Des Moines, Iowa—Carpenter Paper Company	Portland, Oregon—Blake, McFall Company
Detroit, Michigan—Beecher Peck & Lewis	Pueblo, Colorado—Colorado Paper Company
Indianapolis, Indiana—C. P. Lesh Paper Co.	San Francisco, California—Blake, Moffit & Towne
Los Angeles, California—Blake, Moffit & Towne	Seattle, Washington—American Paper Company
Louisville, Kentucky—The Rowland Company	Spokane, Washington—Spokane Paper & Stationery Co.
Madison, Wisconsin—The Madison Paper Company	St. Paul, Minnesota—Leslie Donahower Company
Manila, P. I.—J. P. Heilbronn Company	Tacoma, Washington—Tacoma Paper & Stationery Co.



Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building

SYSTEMS

The Loft-Dried Rag-Content Paper **BOND** *at the Reasonable Price*

MANY advertisers, probably including some of *your* customers, are in the habit of using one grade of paper for their regular correspondence, and another and cheaper grade for their processed sales letters, particularly where large quantities are used. Their "regular" letterheads they figure are too expensive for form letters, while the "form" letterheads are not good enough for office correspondence.

Whenever and wherever you find this condition, you have also found



an opportunity to add to your reputation for service by suggesting the use of Systems Bond for *both* kinds of letters.

By printing on Systems Bond you can produce and deliver letterheads that will compare favorably with the best that your customers are likely to have used for their correspondence, and at the same time, without sacrificing your own profit, you can bill them at a price that will make them sufficiently economical for form letter use. Try it.

EASTERN MANUFACTURING COMPANY, *General Sales Offices:* 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

SYSTEMS BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Corporation
ATLANTA—Sloan Paper Company
BALTIMORE—Baltimore Paper Company, Inc.
BOSTON—Carter, Rice & Co., Corp.
The A. Storrs & Bement Company
BUFFALO—The Disher Paper Company
CHICAGO—Swigart Paper Company
The Paper Mills Company
CINCINNATI—The Chatfield & Woods Company
CLEVELAND—The Union Paper & Twine Company
DES MOINES—Pratt Paper Company
DETROIT—The Union Paper & Twine Company
HARRISBURG—Donaldson Paper Company
KANSAS CITY—Benedict Paper Company

LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Company
MILWAUKEE—E. A. Bouer Company
MINNEAPOLIS—Minneapolis Paper Company
NASHVILLE—Clements Paper Company
NEWARK—J. E. Linde Paper Company
NEW HAVEN—The A. Storrs & Bement Company
NEW YORK—J. E. Linde Paper Company
Miller & Wright Paper Company
OMAHA—Carpenter Paper Company
PHILADELPHIA—A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH—General Paper & Cordage Company
PORTLAND, ME.—C. H. Robinson Company
PORTLAND, ORE.—Blake, McFall Company

QUINCY, ILLINOIS—Irwin Paper Company
RICHMOND—Virginia Paper Company
ROCHESTER—Geo. E. Doyle Paper Co.
SALT LAKE CITY—Carpenter Paper Co. of Utah
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Company
SPOKANE—Spokane Paper & Stationery Company
SPRINGFIELD, MASS.—The Paper House of N. E.
ST. LOUIS—Beacon Paper Company
ST. PAUL—E. J. Stilwell Paper Company
TACOMA—Tacoma Paper & Stationery Company
WASHINGTON—Virginia Paper Company
R. P. Andrews Paper Company
WINNIPEG, CANADA—The Barkwell Paper Company

EXPORT—A. M. Capen's Sons, Inc., 60 Pearl St., New York—South America, Mexico and West Indies; W. C. Powers Company, Ltd., London—England and Continental Europe; J. L. N. Smythe, Philadelphia—Australasia and New Zealand; J. P. Heilbronn, MANILA, P. I.—Japan, China and Philippine Islands
ENVELOPES—United States Envelope Company, Springfield, Mass.

Loft-Dried

Please Mention THE INLAND PRINTER When Writing to Advertisers.

RESOLUTE LEDGER

LOFT DRIED
TUB SIZED

THE OWL MARK IS NATIONAL



DISTRIBUTORS

BRIDGEPORT, CONN., The Gorton Paper Corporation
BALTIMORE, MD.....J. Francis Hock & Co.
COLUMBIA, S. C.....Epes Fitzgerald Paper Co.
CHICAGO, ILL....Parker Thomas & Tucker Paper Co.
CLEVELAND, OHIO.....Petrequin Paper Co.
DES MOINES, IOWA.....Carpenter Paper Co.
DULUTH, MINN.....Peyton Paper Co.
HOUSTON, TEXAS.....The Paper Supply Co.
KANSAS CITY, MO.....Thompson Paper & Card Co.
KANSAS CITY, MO.....Kansas City Paper House
LANSING, MICH.....Dudley Paper Co.
MILWAUKEE, WIS...Allman & Christiansen Paper Co.
MEMPHIS, TENN.....Tayloe Paper Co.
MINNEAPOLIS, MINN.....Minneapolis Paper Co.

NORFOLK, VA.....Old Dominion Paper Co.
NEW YORK CITY.....F. W. Anderson & Co.
OMAHA, NEB.....Field Hamilton Smith Paper Co.
OKLAHOMA CITY, OKLA...Kansas City Paper House
PHILADELPHIA, PA.....Garrett Buchanan Co.
RICHMOND, VA.....Epes Fitzgerald Paper Co.
SAN ANTONIO, TEXAS.....San Antonio Paper Co.
SAN FRANCISCO, CALIF.....Bonestell & Co.
SPRINGFIELD, MO.....Springfield Paper Co.
ST. LOUIS, MO.....St. Louis Paper Co.
ST. PAUL, MINN.....E. J. Stilwell Paper Co.
SEATTLE, WASH.....American Paper Co.
TOLEDO, OHIO.....Blade Ptg. & Paper Co.
WORCESTER, MASS.....Charles A. Esty Paper Co.

NEW YORK CITY .EXPORT—Parsons & Whittemore

NEENAH PAPER COMPANY

LOFT DRIED BONDS AND LEDGERS ONLY

NEENAH, WISCONSIN

ATLANTIC

The "Eastern" Sulphite **BOND** *with the "Rag" appearance*

PICKING up a sheet of Atlantic Bond for the first time, you would probably not think of it as a "sulphite" paper—so white it is, so clean, so attractive in surface and texture. Nevertheless, it is a sulphite sheet. It contains sulphite pulp and nothing else.

The paper is exceptional because the pulp is exceptional. It is made of selected spruce logs from our own forests, bleached with chemicals of our own manufacture, and delivered

to the paper machines direct from our own pulp mill. Such pulp ought to make good paper—and it does. The economies incidental to our control of all raw materials and manufacturing processes, moreover, enable us to sell Atlantic Bond at a price that is by no means the least of its attractions.



Made in White and nine attractive colors—Pink, Blue, Green, Buff, Canary, Goldenrod, Russet, Salmon and Gray. Sample book on request.

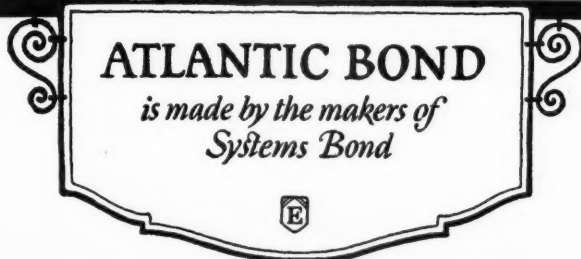
EASTERN MANUFACTURING COMPANY, General Sales Offices: 501 FIFTH AVENUE, NEW YORK
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

ATLANTIC BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Corp.
ATLANTA—Sloan Paper Co.
BALTIMORE—Baltimore Paper Co., Inc.
BOSTON—Von Olker-Snell Paper Co.
BRIDGEPORT—The Gorton Co.
BUFFALO—The Disher Paper Co.
CHICAGO—La Salle Paper Co.
CLEVELAND—Millcraft Paper Co.
DETROIT—Paper House of Michigan
JACKSONVILLE—H. & W. B. Drew
LOS ANGELES—Blake, Moffitt & Towne
LOUISVILLE—The Rowland Co.
MANILA, P. I.—J. P. Heilbronn Co.
MINNEAPOLIS—Minneapolis Paper Co.

NEW YORK CITY—Miller & Wright Paper Co.
Sutphin Paper Co.
PHILADELPHIA—Molten Paper Co.
PITTSBURGH—General Paper & Cordage Co.
PORTLAND, ORE.—Blake, McFall Co.
RICHMOND—Southern Paper Co.
ROCHESTER—The George E. Doyle Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
ST. LOUIS—Acme Paper Co.
ST. PAUL—E. J. Stilwell Paper Co.
SEATTLE—American Paper Co.
SPOKANE—Spokane Paper & Stationery Co.
TACOMA—Tacoma Paper & Stationery Co.
WINNIPEG, CANADA—The Barkwell Paper Co.

EXPORT—A. M. Capen's Sons, Inc., 60 Pearl Street, New York, Mexico and So. America; W. C. Powers Co., Ltd., London, Eng.,
Continental Europe; J. L. N. Smythe Co., Philadelphia, Australasia and New Zealand.
ENVELOPES—U. S. Envelope Co., Springfield, Mass.



Please Mention THE INLAND PRINTER When Writing to Advertisers.



The Influence of the Letterhead

is the title of our latest booklet. It is unique in its conception and a most instructive and interesting treatise.

This booklet is devoted especially to business letterheads and covers the subject thoroughly. One of the striking features is the use for illustrations of miniature letterheads, most of them of nationally known concerns. These specimens furnish a valuable study for the printer, lithographer, stationer, and engraver.

Write us on your present letterhead and we will gladly send you a copy, without placing you under the slightest obligation.

Hampshire Paper Company

Makers of Old Hampshire Bond

SOUTH HADLEY FALLS, MASS.

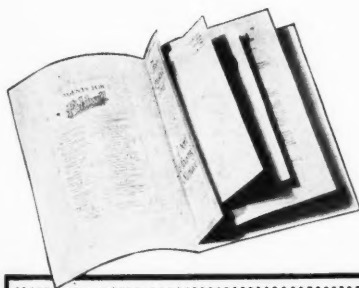


This new paper is especially
produced for illustrated
sales letters

NOW Comes Dull Coated Writing

Get This Free Book

It will show you how attractive illustrated sales letters can be made. And it will give you an idea of the novel treatment to which **Foldwell Dull Coated Writing** lends itself. Everyone interested in printing should have this booklet. Just pin the coupon to your letter-head.



UNUSUAL attractiveness in illustrated sales letters has been made possible by the development of **Foldwell Dull Coated Writing**.

This paper has a surface of delicate quality—soft and pleasing to the eye. It prints easily, and faithfully reproduces all the values of fine halftones and color plates; it is carefully prepared for typewriter and pen and ink; and it folds!

In this respect it is just like **Foldwell Cover**, **Foldwell Book** and **Foldwell Writing**. You know what that means—absolute certainty that folding or mailing will not spoil the appearance of the finished printed piece.

Foldwell Dull Coated Writing is especially adapted to the production of exquisite and result-getting four page sales letters—and it is also particularly attractive for regular letter-heads. You can depend upon it for beautiful results.

CHICAGO PAPER COMPANY, Manufacturers
Department D, 807 South Wells Street, Chicago

Nationally Distributed

Foldwell
TRADE MARK
REGISTERED

Coated Book
Coated Cover
Coated Writing

CHICAGO PAPER COMPANY,
Department D, 807 S. Wells St., Chicago

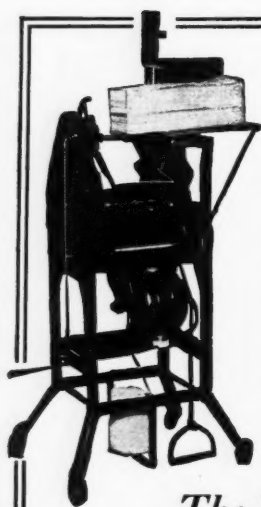
Gentlemen: Please send me your booklet on **Foldwell Dull Coated Writing**.

Name

Firm

Address

City State



Perfect Packages

The post office department and the American Railway Express made an appeal during November for a "perfect package month."

Why not have a "perfect package month" twelve times a year? Wrap your packages well and tie them securely.

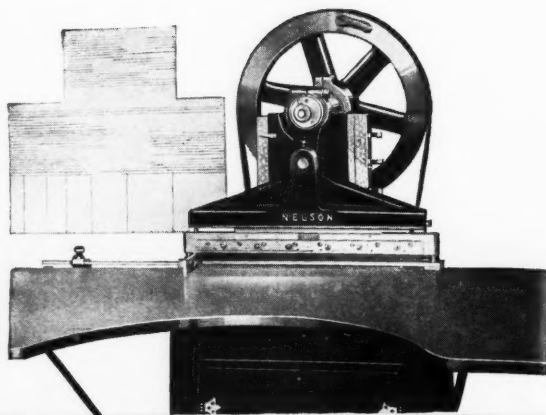
The BUNN Package Tying Machine

Will tie packages of any shape tightly and securely with a non-slip knot. A BUNN will cut down the costs of your shipping room by doing the work of three to five girls.

Our ten-day free trial offer will convince you of the advantages of the Bunn Method of tying. In writing please state maximum and minimum dimensions of packages so we can tell what equipment is needed.

B. H. BUNN & COMPANY

7329 Vincennes Ave., Chicago, Ill.



THIS ILLUSTRATION SHOWS THE PERFORATING ATTACHMENT IN USE ON THE

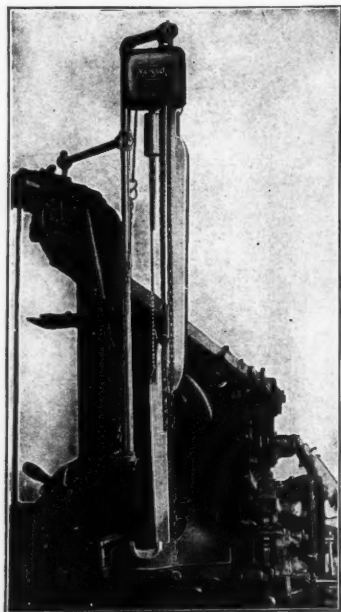
NELSON HEAVY DUTY PUNCHING EQUIPMENT

As the accepted utility machine of the trade, it has other inexpensive attachments for round cornering, die cutting, index tab cutting, embossing and eye-letting as well as all kinds of punching.

C. R. & W. A. NELSON, Inc.

225 N. Michigan Ave., CHICAGO

*We have a desirable territory now open for a high grade salesman.
Correspondence with references invited.*



The Margach Metal Feeder \$75.00

Can be applied to any slug or single type casting machine. It will save you \$1.00 per day per machine. The MARGACH has been endorsed by nearly a thousand users.

*For further information
call or write.*

MARGACH METAL FEEDER
Linotype, Intertype, Ludlow and Elrod.
Gas or Electric.

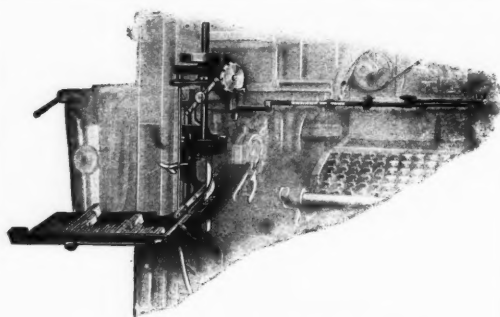
THE MARGACH MFG. CO.
137-139 Grand Street, New York

U. S. REPRESENTATIVES

Economy Products Co.
66 W. Harrison St., Chicago, Ill.
Des Moines Printers' Exchange,
310 Second St., Des Moines, Iowa
H. F. Wiegand,
535 Tuxedo Blvd., Webster Groves,
St. Louis, Mo.
John S. Thompson,
350 Sansome St., San Francisco, Cal.

FOREIGN REPRESENTATIVES

Toronto Type Foundry Co. Ltd.,
120 N. Wellington St.,
Toronto, Ontario
National Paper & Type Co.,
39 Burling Slip,
New York, N. Y.
Representative for
Mexico, Cuba & So. America



THE MOHR LINO-SAW

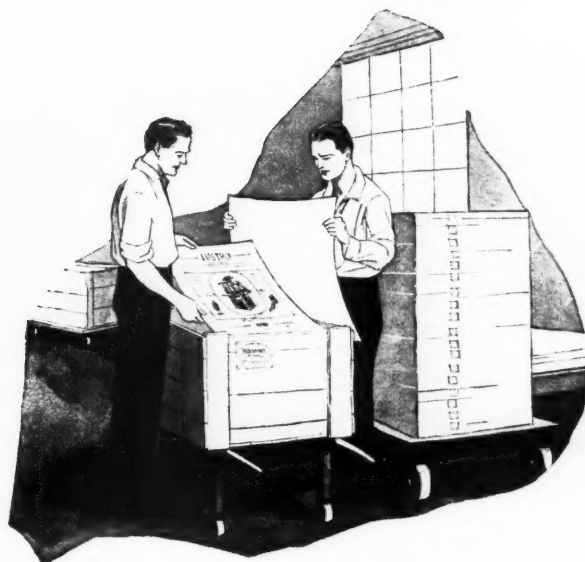
cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

MOHR LINO-SAW CO.

513-515 West Monroe Street, Chicago

The Top Sheet belongs there



ALWAYS the printed Top Sheet belongs with the case of Warren's Standard Printing Paper you ordered.

The Warren Top Sheet is more than a printed sample of a Warren paper. It is a printed sample of the paper you are paying for, because in every instance the Top Sheet is printed from the same run of paper as the blank sheets with which it is packed.

If you will make a collection of Top Sheets you will discover how slightly, if at all, the press-room performance of any Warren Standard Printing Paper varies.

Such a collection is helpful to us because it constitutes a record of results from the use of different inks, and the make-ready employed on a number of different subjects. In the same way, it can be helpful and instructive in your own press room.

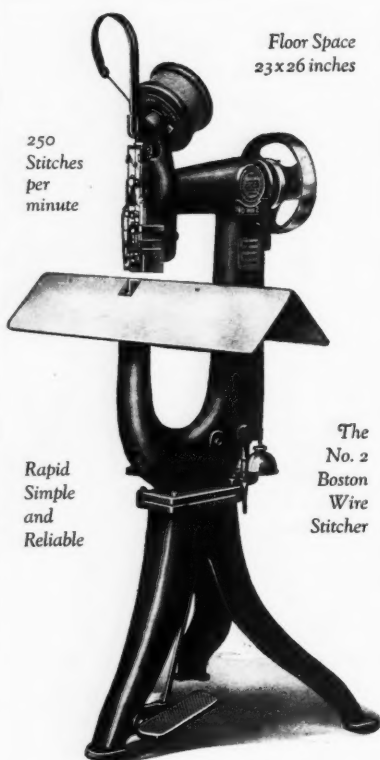
Thus the Warren Top Sheet is more than an example of fine printing—more than an assurance that your own order of paper has been put to a practical test. Whatever quality of printing is shown on a Warren Top Sheet, is printing that any good printer is perfectly safe in undertaking to deliver.

S. D. WARREN COMPANY, BOSTON, MASS.



WARREN'S STANDARD PRINTING PAPERS

Please Mention THE INLAND PRINTER When Writing to Advertisers.



Floor Space
23x26 inches

250
Stitches
per
minute

Rapid
Simple
and
Reliable

The
No. 2
Boston
Wire
Stitcher

The No. 2 Boston Wire Stitcher

SUPREME in the pamphlet wire stitching field—the speediest, most productive and most profitable stitcher ever offered the trade. 250 stitches per minute (*not for one minute but constantly*). No. 30 to No. 25 round wire, flat and saddle table, single adjustment (*as are all Bostons*), every up-to-the-minute feature.

American Type Founders Co.

General Selling Agent

SET IN MEMBERS OF THE GOUDY FAMILY JAOUSH BRASS RULE ORNAMENTS SERIES TWO

Envelopes—Millions in Stock

ACTUALLY millions—tier upon tier of envelopes—a perpetual stock—507 stock items—waiting for your hurry-up orders. All styles and sizes and in the very papers you want, for immediate shipment—for your rush jobs.

We manufacture and stock Baronials, Gladstone, Card Envelopes, Bankers' envelopes and all the standard Commercial or Catalog envelopes—in all the staple papers.

**Strictly a
Printers' and
Lithographers'
Service**

If we haven't the envelope you want in stock, it's a rare exception. Send that envelope order to us today!

Western States Envelope Co. Milwaukee, Wisconsin

Makers of Guaranteed "Super" Envelopes for Printers and Lithographers

We Protect the Trade

Laclede Remelting Furnaces

Scientifically Designed and
Substantially Built in
sizes to meet the
requirements of
any Office



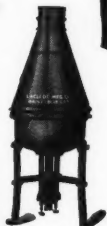
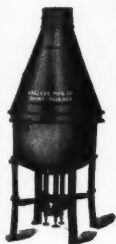
Jobbers and Dealers
Everywhere

Full Information upon
request

MANUFACTURED BY THE

Laclede Mfg. Company

119-121 N. MAIN STREET
ST. LOUIS, MO.



New Model Composing Room Saw



Complete with
Motor.

"Better
than Many
— Equal to
any."

SAWS and TRIMS
One Operation.

Table Elevated from
Saw and Trim Posi-
tion to Sawing
Position
in Three
Seconds.

Gauge
Adjustable to
Points.

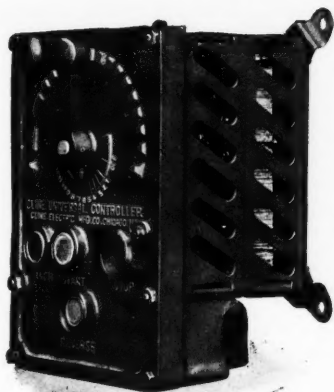
Powerful
Work Holder.

LACLEDE MFG. COMPANY

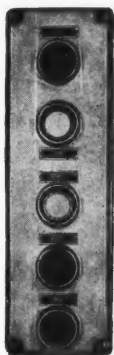
119-121 N. Main St., St. Louis, Mo.

Electrical Equipment for the Pressroom

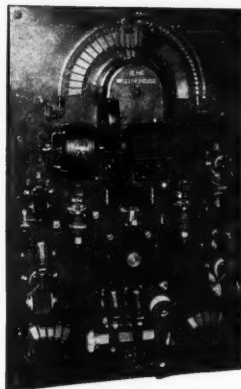
Used by the Best-Known Printers



Cline Universal Controller
Master Station for Flatbed, Offset or
Small Rotary Press.



**Push Button
Station**



Rotary Press Controller
Full Automatic for large Rotary or
Magazine Press.

CLINE ELECTRIC MANUFACTURING CO.

Fisher Building, CHICAGO

Marbridge Building, NEW YORK



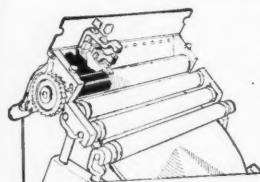
Home of the
GLOBE
 ENGRAVING &
 ELECTROTYPE
 COMPANY

DESIGNING
 RETOUCHING
 HALFTONES
 ZINC ETCHINGS
 COLOR PLATES
 WAX & WOOD
 ENGRAVINGS
 LEAD MOULD
 NICKEL-STEEL
 ELECTROTYPES

701-721 S. DEARBORN ST., CHICAGO
 Telephones, HARRISON 5260-5261-5262 All Departments

The Jiffy Adjuster

For C. & P. Long Fountain



Attached in a minute. Patented.
 No tools required.

Cut showing *Jiffy* Adjuster attached to C. & P. long fountain giving you the many advantages of both the short and long fountain.

PRICE \$10

Jiffy Universal Guide

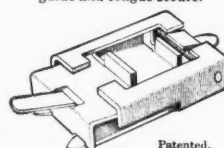
The Guide Without An Equal

Guaranteed to hold fast on Automatic or Hand fed Job Presses.

\$1.85 1/2 doz. \$3.25 doz.

Let us have your order for one or both of the *Jiffy* line and if not satisfied, send them back at our expense.

A move of the "Wedge" holds both guide and tongue secure.



Patented.
 Special tongue furnished for side guide on Miller fed press.

For Sale by Type Founders and Printer's Supply Houses

Manufactured by

C. L. WELSH COMPANY
 214 STAR WAY PITTSBURGH, PA.

"But the Best Inks"

"Do not expect him (The Printer) to get the best results from any Inks But The Best Inks."

The S. D. Warren Company gives this advice to buyers of Printing.

"But the Best Inks" has been the motto of the S. & V. Co. from the beginning and it accounts for our new factory at 718 S. Clark St., Chicago, and another new one in New York.

Write, wire, phone to our offices in the principal cities.

"The Old Reliable"

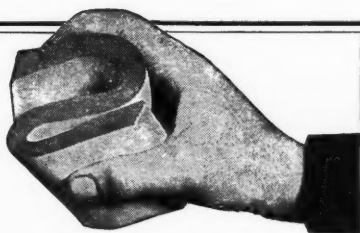
Sinclair and Valentine Co.

NEW YORK, 605-611 West 129th Street

BOSTON.....516 Atlantic Ave.	ST. LOUIS...101-103 S. Seventh St.
PHILADELPHIA...1106 Vine St.	CLEVELAND...321 Frankfort Ave.
BALTIMORE...312 No. Holliday St.	TORONTO...233 Richmond St., W.
NEW ORLEANS...315 Gravier St.	MONTREAL...46 Alexander Ave.
CHICAGO.....718 So. Clark St.	WINNIPEG...173 McDermott Ave.

ALBANY, BUFFALO and Other Cities.

FACTORIES: NEW YORK, NEW JERSEY, CANADA



A New Reducer for NUREX

We are now marketing a new reducer for use with NUREX Tabbing Compound. This reducer can be obtained from all NUREX distributors in quart and gallon cans.

For absolute satisfaction with NUREX Tabbing Compound we recommend the use of NUREX Reducer whenever thinning is necessary. Less of this solvent is required than of benzol and it is non-inflammable.

Because of its powerful solvent qualities this is also adaptable as an efficient type or roller wash.

NUREX

Patented June 1, 1920

Tabbing Compound (Now standardized)

meets all the requirements of a tabbing glue that is used all the year round. No heating—just apply and the job is done. Will not get soft and stringy in the Summer, yet remains perfectly pliable in Winter.

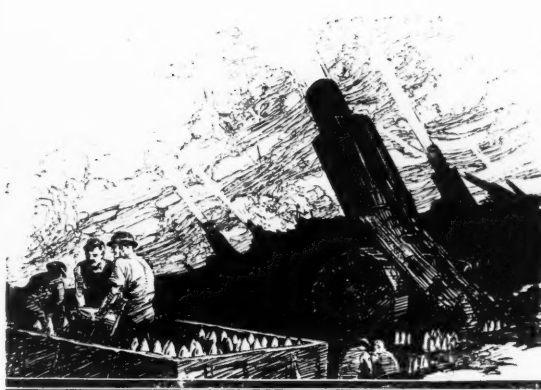


Nurex Tabbing Pot

For use with NUREX Tabbing Compound. As NUREX is never heated, the pot can be placed on bindery tables without danger of fire. The cone friction cover prevents evaporation and keeps the brush upright and ready for use.

Look up the list of dealers in the December issue of "The Inland Printer." Order a trial shipment and let NUREX end your tabbing troubles.

The Lee Hardware Co.
SALINA, KANSAS



The Best Defense is a Strong Offensive

Last year business was on the defensive. Men were fighting to hold their own rather than to make gains.

Such an attitude, if it persists, is fatal. It defeats its own end.

It was what the American Army found in France. The Allies had been holding off German assaults so long that their prime object was to avoid rather than to inflict losses. Slowly, steadily, they were losing ground.

But it is the cardinal principle of American strategy that "the best defense is a strong offensive." The A. E. F. put it into practice. You know the result.

It is time for business to take the offensive, to fight for maximum gains rather than for minimum losses. Even if conditions were as bad as ever, this would still be the right course. But conditions are better, unmistakably so. It is time to sell aggressively. It is time to bring up the artillery—to advertise!

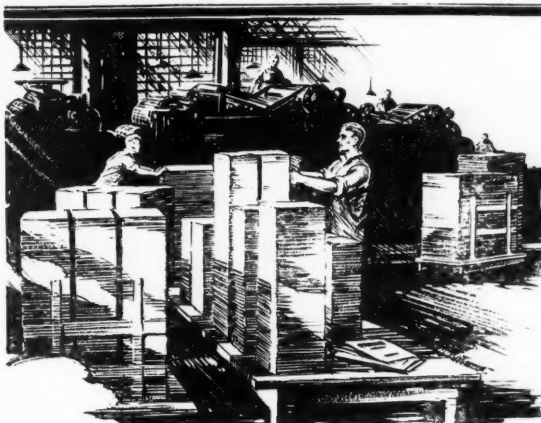
*We make munitions—good
illustrations and engravings.*

Stafford Engraving Company

"The House of Ideas"

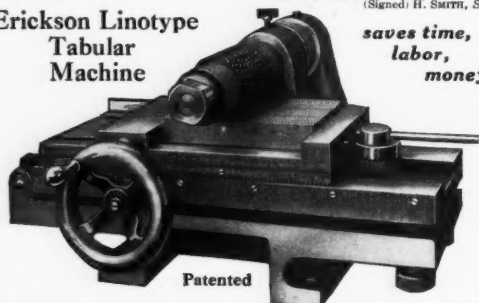
Artists : Designers : Engravers
Engraved and Steel Die Embossed Stationery

INDIANAPOLIS



TESTIMONIAL... "After thoroughly trying out a number of other devices we have reached the conclusion that there is only one machine that can successfully do this class of work - The Erickson."

Erickson Linotype Tabular Machine



saves time,
labor,
money

Patented

ALBERT W. ERICKSON, 54 West 93rd St., New York

The AJAX EYELET FASTENER

is ideal for eyeletting short runs of tags, calendars, etc., or for fastening securely proofs, estimates and samples.

An absolute necessity for all Printers and Bookbinders.

It saves time by punching the hole, feeding the eyelet and clinching it in one operation.

Handles three sizes of eyelets without any adjustment. Drop the eyelets into the magazine and go right ahead.



For sale by
AMERICAN TYPE FOUNDERS CO.
BARNHART BROS. & SPINDLER
and their branches

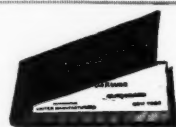
The 1922 Wing Aluminum Mailer Ready for Delivery

Radical improvements in new machines
Cut in later issue

Write for details, NOW!

CHAUNCEY WING'S SONS
Label Addressing Machines
GREENFIELD, MASS.

WIGGINS Peerless Book Form CARDS



— a profitable line for printers

Only quality work will ever build trade and hold it. That is why many printers are increasing their business by selling Wiggins Peerless Book Form Cards.

Always neat and clean. Cards detach smoothly. Scored cards supplied in blank form to be printed in

your plant. Lever binder case permits cards to be carried firmly in place without delay and expense in binding.

Wiggins Cards bring orders for high-grade printing. Write today for samples and prices.

The John B. Wiggins Co.
Engravers, Plate Printers
Die Embossers
1104 S. Wabash Ave., Chicago

Reduce the High Cost of Make-Ready

Making the form ready in the pressroom is an important element in the cost of the job; inferior electrotypes require a lot of make-ready.

*Dinse-Page electrotypes do not.
They lower the cost of production.*

Dinse, Page & Company

725 S. La Salle St., Chicago Tel. Harrison 7185

JAMES WHITE PAPER CO.



Trade-mark

Registered U. S. Patent Office

We carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.

219 W. MONROE STREET, CHICAGO

Save on Your Roller Bill

Noe-Egul

The National Cleaner and Type Wash

Toughens the outer surface, giving more weather resistance. Keeps the pores of the rollers open at all times. Prevents rollers sweating.

Does Not Harden or Crack the Rollers

Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio

F. HORACE TEALL

WILL prepare manuscripts or read proofs for authors or publishers, with preservation of personal style or with editorial freedom as desired. All essential correction guaranteed, with needed suggestion but no officious meddling. Mr. Teall is a proofreader and editor of long and varied experience. For over twenty-eight years editor Proofroom department of THE INLAND PRINTER, also on editorial staffs of the Standard and other dictionaries. Terms arranged to suit; always reasonable.

48 SPRUCE STREET, BLOOMFIELD, N. J.

**ALL DEALERS
SELL THEM**



Boston Model WETTER

In this Numbering Machine we have incorporated many exclusive features which justify the statement: The Boston Model is a better value than any other selling at the same price, or at a higher price. Prove this yourself; compare it with any other.

Wetter Numbering Machine Co., Atlantic Ave. and Logan St., Brooklyn, N. Y., U. S. A.

Poco Proof Presses



are small inexpensive machines without registering or automatic inking facilities, but strong of impression and capable of the best one-color proofs. They are so much faster and better than mallet-and-planer, old style galley proof presses, or Washington Hand Presses, that over 2,000 have been sold.

No shop is too small for a Poco Proof Press; it is a demonstrated money-maker, and hundreds of large shops have installed them for plain work.

There are three sizes: No. 0 Poco is 12"x18"; No. 1 Poco is 13"x25"; No. 2 Poco is 18"x25"—a size for every need. No. 0 will take all 12"x18" job galleys; No. 1 will take full length column galleys; No. 2 will take full newspaper page. May be had with or without stand. Stand is not necessary but very desirable as a convenience.

Ask the man who owns a Poco—he knows.

MADE BY

HACKER MANUFACTURING CO.

312 No. May St., Chicago



Complete and Automatic Check Protection

The protection of National Safety Paper is complete and automatic. Complete, because it protects every part of the check. Automatic, because the check-changer himself sets the signal which exposes his crime—a glaring white spot is produced if he tries to alter the check with acid, eraser, or knife.

Protect your customer from check-fraud by making his checks on National Safety Paper.

George LaMonte & Son

Founded 1871

61 Broadway New York

Make Your Machine a Slug and Rule Caster

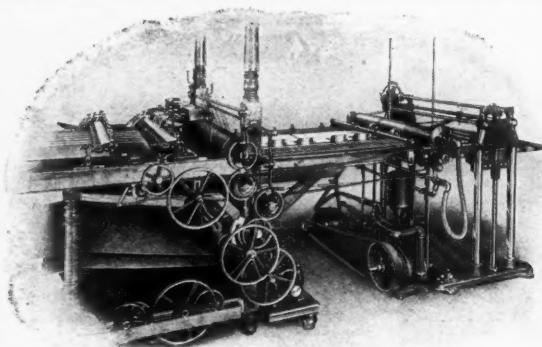
With our Low Slug Matrix Slide and our Mold Cap Attachment you can cast your own low blank slugs as well as rules and borders, all ribless and of even thickness, same as typefounders', on your ordinary mold and with ordinary liners and slides. Attachment is easily applied and the operation identical with that of recasting rules from matrix slides. Price: 6-pt 30-em Low Slug Slide, \$3.00. Up to 9-pt Mold Cap Attachment, \$5.00.

CAST YOUR OWN LOW SLUGS

CAST RIBLESS RULES & BORDERS

Money refunded in 10 days if not satisfactory. Write for details. Ordering state whether for Lino-type or Intertype.

THE NORIB COMPANY
132 W. 31st St., New York



HICKOK Automatic Paper Feeders

The days of real competition are here again. In order to survive, your ruling plant must be equipped with the most up-to-date and labor-saving machinery. The Hickok Ruling Machinery and Feeders are the last word in efficiency. We have been in this business over seventy five years.

THE W. O. HICKOK MFG. CO.

ESTABLISHED 1844

HARRISBURG, PA., U. S. A.

Paper Ruling Machines, Ruling Pens, Bookbinders' Machinery

New and Rebuilt Machinery

We manufacture Reliance Lever Paper Cutters, Model Ink Fountains for Gordon Presses, Hart Pony Fountains, Gordon Press Web Feeders, Cylinder Press Form Lifts, Special Machinery, Safety Guards for all kinds of Printing Machinery.

We are dealers in Rebuilt Printing Machinery. We take down, move and re-erect printing machinery. We rebuild Printing, Book Binders' and Box Makers' Machinery.

All repair parts for Colt's Armory Presses, Laureate Presses and Chandler and Price Presses carried in stock.

THE PRINTERS' MACHINE WORKS

130-132 S. Clinton St., Chicago

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press

Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press

Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine

Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery

A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

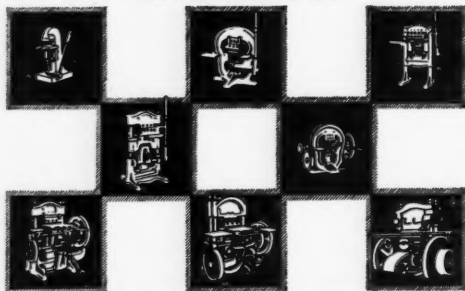
THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 S. Paulina Street, Chicago

New York Office:
220 West 42d Street

"KRAUSE"

KNOWN
AS
THE
BEST



ALL
OVER
THE
WORLD

LEAF STAMPING AND EMBOSSEING PRESSES

HOFFMANN TYPE AND ENGRAVING CO.

112-114 E. 13th St., New York City

FULL LINE OF KRAUSE MACHINERY IN STOCK. LARGE STOCK BRASS TYPE

Velvatone Book

English Finish

A paper rendered distinctive by the super-excellence of its halftone printing qualities.

Write for samples and quotations.

Parker, Thomas & Tucker Paper Co.

535-539 S. Franklin Street, Chicago

Telephone Wabash 2632

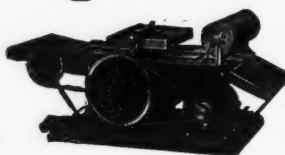


The Do-More Automatic Process Embosser

Printing and Embossing

with
**IMPROVED
MACHINES**

that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Typo-Embosser is Our Improved Process Embossing Machine.

With double heater will take any size of stock up to 12 inches wide.

Write for our booklet No. 10 today.

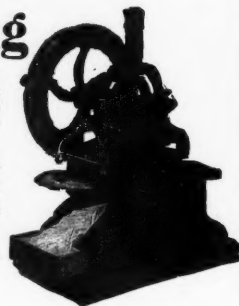
Automatic Printing Devices Co.

Patentees and Manufacturers

Second and Minna St., San Francisco, Cal.

**TERRITORY
NOW
OPEN**

**WRITE
FOR EXCLUSIVE
AGENCIES**



The Automatic Card Printing Machine

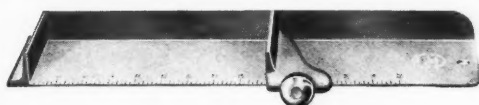


INKY-CONOMY

'Tis folly to judge the value of Printing Ink by the cost per pound. A better ink may deliver a greater number of impressions per pound and reduce the cost per thousand—which would be true "Inky-Conomy." Ask a B & W man.

BERGER & WIRTH, Inc.

58-60 Columbia Heights, Brooklyn, N. Y.



Accuracy is Economy

in the printing plant. A composing stick that permits or establishes inaccuracy is a wasteful and costly piece of equipment. The New

Eagle Composing Stick

is absolutely accurate, whether new or after many years of use. The hardness of the metal prevents abrasion and no working pressure can strain it. No time is wasted adjusting the stick with slugs or quads. It locks automatically at even picas and nonpareils and lines set by different compositors are always uniform.

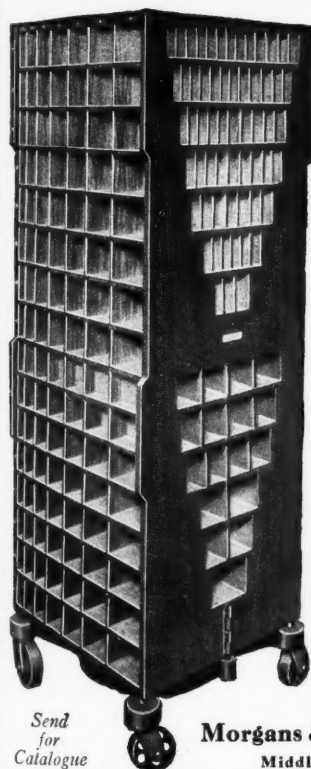
Send for circular describing the New Eagle Composing Stick, the Page Caliper and other Time-Saving Appliances.

**High Grade Line Gauges in Four Styles
Try Our T Square for Squaring Forms**

For Sale by Supply Houses.

The Eagle Engineering Co.

Springfield, Ohio, U. S. A.



Our New Step-Saving Swivel Cabinet

*Is much help to the
stone hand*

He can place it where he wants it, and it turns so easily that all of the four sides are equally accessible.

It holds a lot—iron furniture of all standard sizes up to 120 picas in length, reglets, leads, job locks and lock-furniture, which make up the

**"Few-Piece
Lock-up System"**
the great time-saver.

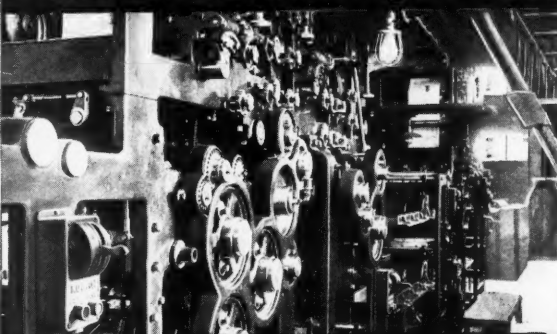
Capacity
240 square feet.

Size
22 X 22 X 60 inches.

Morgans & Wilcox Mfg. Co.
Middletown, New York

Send
for
Catalogue

The Monitor System



The Monitor System places at the finger tips of the operator complete and positive control of every movement required of any motor-driven machine.

It starts, stops, reverses, accelerates, decelerates or may be limited to merely starting and stopping features with a safety or locking position.

Installation is simple and costs but little more than the old-fashioned, time-consuming, hand-controlling rheostat. Alternating and Direct Current.

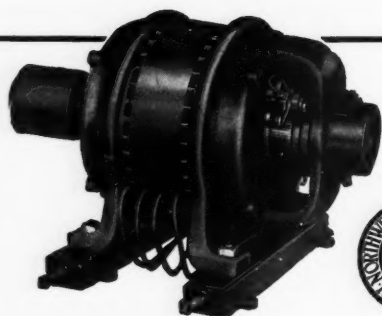
Ask for complete details.

MONITOR CONTROLLER CO.
BALTIMORE, MD.

New York, Chicago, Boston, Philadelphia, St. Louis, Pittsburgh,
Buffalo, Detroit, Cincinnati, Cleveland

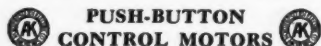
2166

"Just Press a Button"



Real Economy

Consists in buying a useful article of durable construction. The long-wearing qualities of a motor remain long after the first cost is forgotten.



are built to give years of strenuous service at the minimum cost of upkeep. All the requirements of presswork are met by 49 speeds in finely graded steps which permit the pressman to select the proper speed for each job.

Illustrated folder, giving prices, free on request.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1024 Grand Ave. MONTREAL, QUE., 401 New Birks Bldg.
PITTSBURGH, PA., 719 Liberty Ave. MINNEAPOLIS, 8 N. Sixth St.
SEATTLE, WASH., 524 First Ave., S. TORONTO, 308 Tyrell Bldg., 95 King St.

PRICES REDUCED

on

CASPER GRIPPERS

Prices of Casper Grippers have been reduced 15%—20%. Now is the time to add this equipment to all of your presses. Note this partial list of prices for grippers for Chandler and Price presses. Other prices on request.

8x12 press	\$8.00
10x15 press	\$9.00
12x18 press	\$10.00

For sale by leading printers' supply houses in all parts of the country.

When ordering state size and make of press

THE CASPER GRIPPER CO.

1525 Williamson Bldg., Cleveland, Ohio

SATISFACTION

ESTABLISHED 1875

The proof lies
in a trial of the

Blomgren Bros. & Co. SERVICE

A half century of steady growth has given this house a National reputation for designing and the making of perfect printing plates.

Blomgren Bros. & Co.
Chicago, Illinois

The FUCHS & LANG MFG. CO.

Our greater efforts, your advantage

Why not take advantage of our honest efforts to give you the best all 'round black ink on the market? Be convinced.

Rutherford 40 Black Ink

For any press on any paper.
40c per pound in 25 lb. lots.
Special price on large quantities.

THE FUCHS & LANG MFG. CO.

Makers of

Fine Printing and Lithographic Inks
Machinery and Supplies

119 WEST 40th St. N.Y.
120 WEST ILLINOIS St. CHICAGO
142 NORTH 4th St. PHILADELPHIA



All Latest Improvements

The Model A-D has all of the Wetmore special features, each one necessary for scientific glue preparation. Automatic Temperature Controller which makes it impossible to overheat or burn glue.

Brass Thermometer showing exact temperature of glue at drawing off.

Cone-shaped Bottom strong enough to stand the weight.

And all the other exclusive Wetmore Features — the Water Gauge Pure Water Chamber, Agitator, Bull Dog faucet, Divided lid.

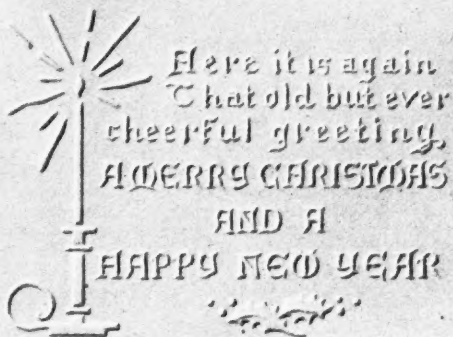
The Wetmore Model 1 A-D

Instantaneous Melter and Retainer

is adapted to the needs of every user, large or small. Made in sizes from 2 gallons to 200 gallons daily capacity.

Full information about our complete line will be sent on request.

The New Advance Machinery Co.
VAN WERT, OHIO



Here it is again
That old but ever
cheerful greeting,
A MERRY CHRISTMAS

**AND A
HAPPY NEW YEAR**

from

**THE ELLIS "NEW METHOD"
EMBOSSING COMPANY**

140 WEST 38TH STREET, NEW YORK CITY
and 46 BEDFORD ROW, LONDON W. C. 1, ENGLAND



Do You Take Pride in Your

samples of completed work, or do you, as the average printer does, pile your samples in corners, cabinets or other out of the way places, becoming shop worn, dirty and useless?

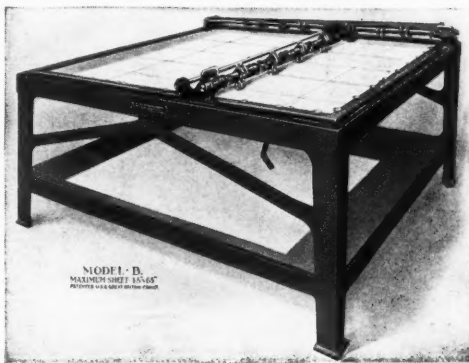
Take good care of these samples — they are your letters of recommendation for new business. Use the leaves of the **Universal Displayor** for carefully displaying your work, so you will always have that particularly good looking three-color job sample right where you can lay your hands on it — on the leaves of the **Universal Displayor**.

Universal Displayors can be furnished for the floor or to be fastened to the wall.

*Drop a line to-day for Circular 29-C,
giving full details.*

UNIVERSAL FIXTURE CORPORATION
133 West 23d Street, New York

HANCOCK PERFECTING LINEUP MACHINE



MODEL - B
MAXIMUM SHEET 15x21"
PATENTED U.S. & FOREIGN PATENTS

Mr. Printer: Your press-time losses in 1921, caused by lining up strike sheets by hand, paid for a

Hancock Perfecting Lineup Machine

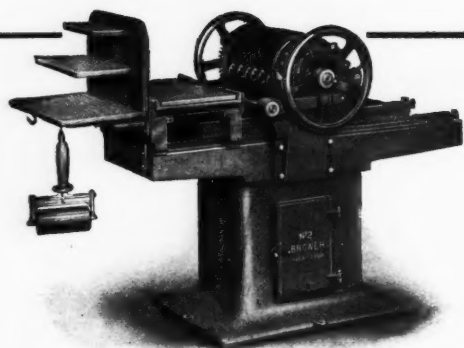
but you haven't got the machine. Install one of our Lineup Machines *now*. You can save its cost in 1922, and you will also have the machine.

Keep your eyes and mind open.

The Hancock Perfecting Lineup Machine Co.
Lynn, Massachusetts

LATHAM AUTOMATIC REGISTERING CO.
Chicago
Agents for the Middle West

TORONTO TYPE FOUNDRY CO., Ltd.
Exclusive Agents for
Canada and Newfoundland



"B.B.B." Proof Press

(Brower Ball-Bearing)

In spite of its weight and strength, the No. 2 Brower Ball Bearing Proof Press shown above is surprisingly easy to operate. Ball bearings automatically center the bed and insure easy movement with the minimum of friction. Ball bearings under the bed of a press are an exclusive Brower feature fully protected by U. S. Letters Patent.

The No. 2 Brower has a bed 17 by 26 inches. It is equipped with feed guides and grippers on the cylinder and will register to a hair line for color proofs.

The No. 0 Brower is a smaller press taking galleys up to 12 by 18 inches. It will handle 90 per cent of the proofs in most printing plants.

Write for full particulars.

A. T. H. BROWER COMPANY
233 West Schiller Street, Chicago, Ill.

For Sale by the AMERICAN TYPE FOUNDERS COMPANY
" " " BARNHART BROS. & SPINDLER

S. COOKE PROPRIETARY, Lmt'd, Sole Agents for Australia.

A Thought for the Thoughtful Printer

Those of you who are confronted with the problem of keeping a large composing room force just to be prepared to take care of those unexpected rushes — cut out that useless expense — make use of our complete composing room service.

No matter how great the rush, we are here, day and night, to take care of it — and take care of it in such a manner that you'll be proud to stand sponsor for the finished product.

□

STANDARD TYPESETTING COMPANY

CHICAGO'S COMPOSING ROOM

701-703 South La Salle Street

Chicago, Illinois

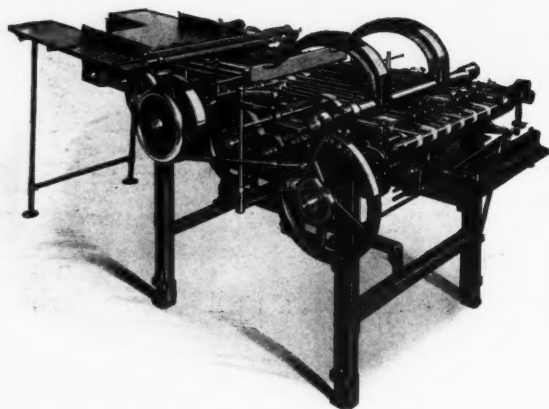
Three Phones:

Harrison 3570-3571-3572

Speed....Accuracy....Simplicity

COMBINED IN THE

ANDERSON HIGH SPEED JOB & CIRCULAR FOLDER No. 310



Here's the machine that was folding and perforating 25x38" sheets (16 pp. right angle) at the recent Graphic Arts Exposition at

5,000 SHEETS PER HOUR

LET US SEND YOU DETAILS

C. F. ANDERSON & CO.

3225-3231 Calumet Ave.

CHICAGO, ILL.

WANTED—100 more graduates to fill good positions.

A Diploma from our Correspondence School is a Guarantee of Efficiency

MINNEAPOLIS SCHOOL OF PRINTING

659 Van Buren St.

MINNEAPOLIS, MINN.

No Job Printing Department is completely equipped with-out at least one

Standard HIGH-SPEED AUTOMATIC JOB PRESS

The only automatic bed-and-platen job press on the market.

Over 50 per cent of our sales are to repeat-order customers.

Comfortable terms to responsible houses

WOOD & NATHAN CO.

Sole Selling Agent

521 West 23d Street, New York

Raven Black

A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.

New York

Chicago



The Right Papers for Manifold Forms

If copies are *preserved*, or if they are *handled* considerably, even for a short time, they should be made on HIGH QUALITY ONION SKIN or MANIFOLD paper.

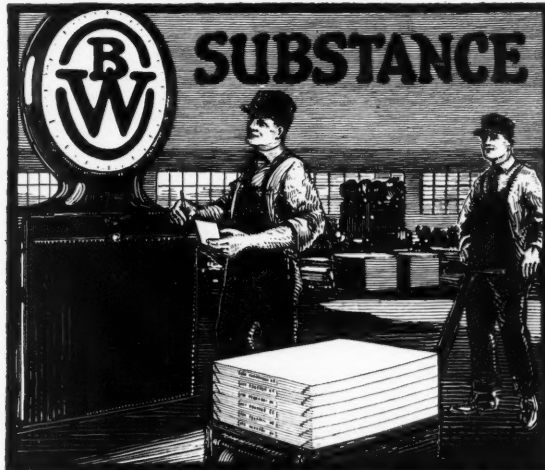
The ESLEECK papers are made of clean, new rags, in a *quality* mill. They are strong, serviceable, uniform. Useful in every business office.

Sold by leading paper merchants.

Made by

ESLEECK MFG. COMPANY

TURNERS FALLS, MASS



BYRON WESTON COMPANY

Ledger Paper has the weight of 50 years satisfactory service to tip the scales in favor of its selection. The substance of B-W Ledger Paper is of such a nature that it may be erased repeatedly in any one spot without marring the writing quality—it is the same quality all the way through.

In the modern system of marking paper, the weight is indicated by a substance number. The B-W Sample Book shows the various weights or substances. Write for this valuable "check book" so that you can use it in ordering B-W Paper, and in checking up the substance received.

BYRON WESTON COMPANY

DALTON, MASSACHUSETTS

NOTICE TO ENVELOPE PRINTERS

For closed gummed flap Envelope printing use **PIPERT'S PERFECT RUBBER UNDERLAY** (Patent pending). **No make-ready required.** Vulcanized into the stock to be used, which forms a bed for the envelope to lay on and gives the face of envelope a perfect, even printing surface, besides acting as a cushion for hard particles of gum or other foreign substances so injurious to type or plates. Price for two underlays with directions for use: Maximum size, 5 x 7 inches, \$1.00, postpaid; larger sizes, prices on application.

When ordering, send two envelopes of stock for each underlay to be furnished. W. PIPPERT, P. O. Box No. 35, Ridgely, Maine

The Productimeter

Plain Figures Long Life
Sure Action Instant Reset
Get our Bulletin 41.

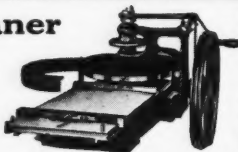
DURANT MANUFACTURING CO.
(1167) 653 Buffum St., Milwaukee, Wis.



Type-Hi Disc Planer

Built expressly for Printers
Photoengravers, Electrotypers and
Flat-Box Stereotypers

Manufactured by
Type-Hi Manufacturing Co.
Syracuse, N.Y., U.S.A.



Vibrators for Gordon Presses

A guaranteed distributor without gears, cogs, springs
or internal mechanism; works with all automatic
feeders; all sizes; \$15 to \$20; write for free trial offer.

ACME MULTI-COLOR CO., 914 Grand Ave., Kansas City

Certificate Blanks

Over Four Hundred Designs. To be completed by
Printing or Lithographing.

ALBERT B. KING & CO., Inc., Dept. I. P.
MAKERS OF PRINTERS' HELPS
45 Warren Street, New York, N. Y.

STILES 4-POINT Gauge Pins

MORE ACCURATE—DURABLE
RELIABLE—EFFICIENT

Two extra teeth or points. Non-slipting spring tongue. Legs can't
spread or squeeze. Ends your feed-guide trouble. Sold on guarantee.
CHAS. L. STILES, Patentee, 232 North 3d Street, Columbus, Ohio

Special Offer: Set of 6, \$1.00
\$1.75 for 12



Use **HERCULES**
Leads and Slugs, Steel Chases,
Steel Galleys, Brass Rule

Manufactured by
AMERICAN STEEL CHASE COMPANY
122-130 Centre St., New York, N. Y.
Order through your local dealer or direct from us.



WHILE-U-WAIT Rubber Stamp Making Outfits

Require only eight minutes to make rubber stamps. Will
also make **HARD RUBBER STEREOTYPES** for printing.
A few dollars buys complete outfit. Send for catalogue.
THE BARTON MFG. CO., 89 Duane St., New York City

BRASS RULE

If You Want
SERVICE
and
QUALITY
Try Us
NEIL CAMPBELL CO.
Printers' Materials
72 Beekman St., New York
Phone—Beekman 3419

GIMLIN'S STANDARDIZED APPRAISALS

PRINTING PLANTS
AND
ALLIED INDUSTRIES
EXCLUSIVELY
HIGHEST ENDORSEMENTS

Official Appraisers in
Franklin's Typothetie
of Chicago. Write us

Printers Appraisal Agency, Inc.
536-538 S. DEARBORN STREET
Chicago

WOODTYPE

THE BEST
AND
CHEAPEST
IN THE
MARKET

Write for Sample Sheet.

Expert Makers:

American Brass & Wood Type Co.
2448 Fulton St., Brooklyn, N. Y.

We cater to the Printing
Trade in making the
most up-to-date line of
**Pencil and Pen
Carbons**
for any *Carbon Copy* work.

Also all Supplies for Printing
Form Letters

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

METALS

Linotype, Intertype,
Monotype, Stereotype,
Special Mixtures

QUALITY

First, Last and All the Time

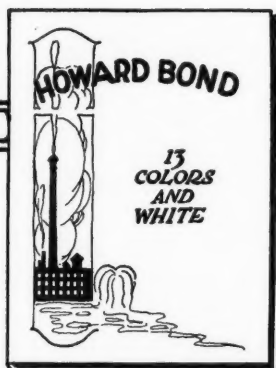
E.W. Blatchford Co.
230 N. Clinton St. Chicago World Building New York

There Is No Business That



will bring in so large
per cent of profit and
that is so easily learned
as making **RUBBER
STAMPS**. Any
printer can double his
income by buying one
of our Outfits, as he
already has the Type,
which can be used with-
out injury in making
STAMPS. Write to
us for catalogue and
full particulars, and
earn money easily.

The
J.F.W. Dorman Co.
Baltimore, Md., U. S. A.



*Supplied to the
Printing Trade by the
Following Paper Dealers*

*Tear it! Compare it! Test it!
And You will Specify it!*

ALLENTOWN, PA.
—J. A. Rupp Paper Co.
ATLANTA, GA.
—Louisville Paper Co.
BALTIMORE, MD.
—B. F. Bond Paper Co.
—J. Francis Hock & Co.
BINGHAMTON, N. Y.
—Stephens & Co.
BOSTON, MASS.
—John Carter & Co.
—Stone & Andrew, Inc.
BROOKLYN, N. Y.
—General Paper Goods Mfg. Co.
BUFFALO, N. Y.
—Albert L. Krupp
CHICAGO, ILL.
—Midland Paper Co.
—Parker, Thomas & Tucker
Paper Co.
CINCINNATI, OHIO
—Chatfield & Woods Co.
CLEVELAND, OHIO
—Cleveland Paper Mfg. Co.
COLUMBUS, OHIO
—Diem & Wing Paper Co.
DAYTON, OHIO
—Reynolds & Reynolds Co.
—Buyers' Paper Co.
DETROIT, MICH.
—Chope-Stevens Paper Co.
DULUTH, MINN.
—Zenith City Paper Co.
ELMIRA, N. Y.
—Horwitz Bros.
GRAND RAPIDS, MICH.
—Quimby-Kain Paper Co.
HARRISBURG, PA.
—Donaldson Paper Co.
HOUSTON, TEXAS
—The Paper Supply Co.
INDIANAPOLIS, IND.
—C. P. Lesh Paper Co.
KALAMAZOO, MICH.
—Birmingham & Prosser Co.
LOUISVILLE, KY.
—Louisville Paper Co.
MILWAUKEE, WIS.
—W. F. Nackie Paper Co.
MINNEAPOLIS, MINN.
—McClellan Paper Co.

MONTREAL, CANADA
—McFarlane, Son & Hodgson
NEW ORLEANS, LA.
—Diem & Wing Paper Co.
NEW YORK CITY
—H. P. Andrews Paper Co.
—Bahrenburg & Co.
—Clement & Stockwell, Inc.
—J. E. Linde Paper Co.
—Sutphin Paper Co.
—White-Burbank Paper Co.
OGDEN, UTAH
—Scoville Paper Co.
OMAHA, NEB.
—The Marshall Paper Co.
PHILADELPHIA, PA.
—Garrett-Buchanan Co.
—Paper House of Pennsylvania
PITTSBURGH, PA.
—Chatfield & Woods Co.
PORTLAND, ORE.
—Blake, McFall Co.
PUEBLO, COLO.
—Colorado Paper Co.
RICHMOND, VA.
—Anderson-Wilson Paper Co.
SEATTLE, WASH.
—American Paper Co.
SPOKANE, WASH.
—American Type Founders Co.
ST. PAUL, MINN.
—St. Paul Paper Co.
SYRACUSE, N. Y.
—J. & F. B. Garrett Co.
TACOMA, WASH.
—Tacoma Paper & Stationery Co.
TORONTO, CANADA
—Barber-Ellis Co.
VANCOUVER, B. C.
—Columbia Paper Co.
VICTORIA, B. C.
—Columbia Paper Co.
WASHINGTON, D. C.
—B. F. Bond Paper Co.
WINNIPEG, CANADA
—Barber-Ellis Co.
ZANESVILLE, OHIO
—State Paper Co.

*Utilize these Colors
for Departmental
Simplification*

THE thirteen attractive colors of HOWARD BOND afford an unusual opportunity for meeting the complete requirements for the printing of departmental and business forms. The multiplicity of these uses is best illustrated by actual samples, showing the remarkable snap, crackle and strength of the cleanest sheet of sulphite bond manufactured.

Ask your nearest paper dealer for sample portfolio, or write us direct.

The Howard Paper Co.
Urbana, Ohio.

WE wish to announce
that it has become
necessary to discontinue
for the present

Our

KANT KURL

TRADE MARK

for

Gummed Papers

which will be
replaced by the
name

Mid-States

(BRAND)

We have some
exceptionally
good values to
offer and wel-
come your
inquiries.

□

**MID-STATES
GUMMED PAPER CO.**

Also manufacturers of

Stick Quick

Gummed
(Wound on the Green Core)
Tapes

2433 SOUTH ROBESY ST., CHICAGO

EDITORIAL

Here begins a series of timely talks, in Editorial form, on the practical every-day problems that arise in the modern job printing plant. They will be alternated with display advertising.

What we shall say is based upon sixteen years of specialization in motors and electrical power equipment for printing plants in every state in the Union and every province in Canada.

It will be remembered that the Kimble Electric Company were the first to bring out an alternating current motor for job presses, that gave complete, flexible and adequate speed control equal in every way to the control offered by direct current motors.

Kimble variable speed job press motors sold fifteen or more years ago are still on the job.

They look crude, now, compared with their highly-perfected present-day prototypes; but the principle was right and the workmanship was of the thorough and conscientious character that we have always employed.

This job press motor fought its way to widespread adoption. Then came more advanced types of Kimble Motors, in which every speed reduction was accompanied by a corresponding saving in electricity.

And, later, variable speed cylinder press motors, master unit control and a greatly widened range of types and sizes of the Kimble line — always keeping well in advance of imitators.

Future articles will discuss in non-technical language problems that our engineers have met and solved, in the course of their installation and service-work in thousands of plants.

Meanwhile, permit us to answer, through this column, any questions that arise.

KIMBLE ELECTRIC COMPANY

635 No. Western Avenue, Chicago

Emerson Book Black

*in 25 lb. lots, and less
in larger quantities* **40^c** *per lb.*

J-M-Huber

Dry Colors

Carbon Blacks

Varnishes

PRINTING INKS

65-67 West Houston Street, New York

Baltimore
Boston

Chicago
Cincinnati
London, England

Omaha
Philadelphia
Toronto, Canada

St. Louis
San Francisco

Factories:

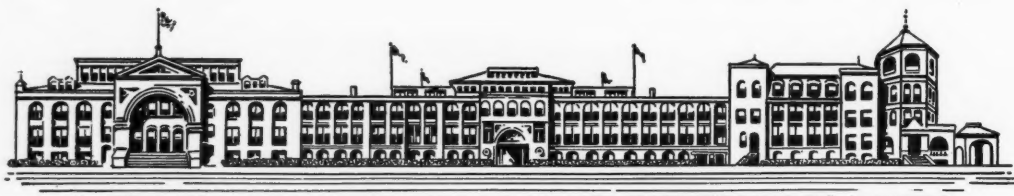
Brooklyn, N. Y.

Bayonne, N. J.

Dola, W. Va.

Swartz, La.

HUBER'S colors in use since 1780



(105,000 Square Feet for Exposition and Convention)

Announcing the
Second Educational
**GRAPHIC ARTS
EXPOSITION**

In connection with the



Third Annual Convention
International Association of
Printing House Craftsmen



Conducted by the

Boston Club of Printing House Craftsmen

Mechanics' Building, Boston, Massachusetts
August 28 to September 2, 1922, inclusive.

(The exposition is not a money-making plan, but part of the educational work of the International Association of Printing House Craftsmen, by which they acquaint the whole printing and allied trades with the newest and best in equipments, materials and methods.)

B in Boston
BOSTON EXPECTS YOU

Address communications to

BOSTON GRAPHIC ARTS EXPOSITION, Inc.

Rooms 908-909 Rice Building, 10 High Street, Boston



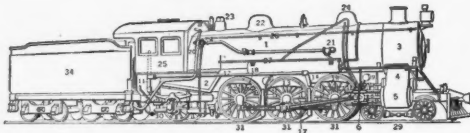
Craftsmanship in electrotyping always commands consideration because of excellence in the finished product.

"Lead Mould Electrotypes" have become a *buy* word, the many wise buyers address their orders

LEAD MOULD ELECTROTYPE FOUNDRY, Inc.

504 West 24th Street
NEW YORK CITY

Wax Process of Engraving



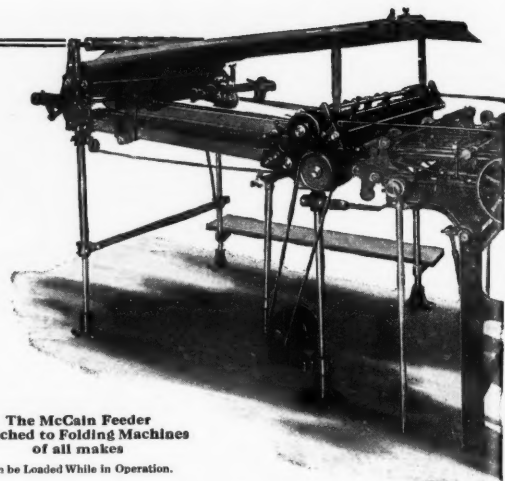
Printers:

Increase your trade by use of **POATES' WAX PLATES** for **Ruled Forms**, maps, charts, diagrams, mechanical and scientific illustrations. We work from any kind of copy—pen and ink drawings are not necessary and all matter (descriptive), symbols, etc., are stamped into the wax matrix with type selected as to weight and face to suit the subject. The finished product is a deep, cleancut electrotype.

Send your copy for estimate. We will return the same day.

L. L. POATES ENGRAVING COMPANY
4 Washington Place
NEW YORK, N. Y.

Poates' "Wax Engraving Superiority"
For Your Library Shelf
25c to Printers



The McCain Feeder
Attached to Folding Machines
of all makes

Can be Loaded While in Operation.

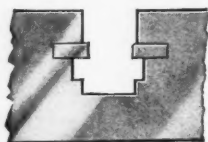
**Operating in Over 200 of the Largest
Printing and Binding Plants
in the United States.**

THE M^CCAIN Automatic Feeder

Increases the output of your folders, reduces spoilage of stock and lowers the cost of production. Easily attached to Anderson, Brown, Cleveland, Dexter or Hall folders.

Send for illustrated folder.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois



The Groove of the Wesel
Final Base showing bevel gear
or rack in center of groove.



The old style Wesel Grooved
Iron Bases were made with
this shape groove.

A GREAT MANY printers think they know the Wesel FINAL Base because they knew the old Wesel Grooved Iron Base. There's all the difference in the world.

If you now have one of the old iron bases, however, don't discard it. It can be re-grooved and converted into a modern, up-to-the-minute Wesel FINAL Base at a small cost.

You should have a copy of our "Final Base" booklet. It describes the new system; also the method of modernizing the old bases.

F. WESEL MANUFACTURING CO.

72-80 Cranberry Street, Brooklyn, N. Y.
Chicago, 1654 Monadnock Bldg.

WESEL
Final Base & Hook

RANGER

COVER

A New Cover Paper

possessing in feel and in looks, characteristics of leather that enrich and dignify those booklets and catalogs it covers.

The true value of "Ranger" as an advertisers' cover paper is better seen than heard. An attractive sample book or dummy may be obtained from the nearest "Ranger" Agency.

Medium Weight Only—20 x 26 23 x 33
Gray, Green, Tan, Chocolate

Sold only through these Established Agencies

CITY	NAME	CITY	NAME
ALBANY	Hudson Valley Paper Company	NEW YORK CITY	Bahrenburg & Company
BALTIMORE	O. F. H. Warner & Company	NEW YORK CITY	Beckman Paper & Card Company, Inc.
BOSTON	Carter, Rice & Company	NEW YORK CITY	J. E. Linde Paper Company
BUFFALO	The Ailing & Cory Company	NEW YORK CITY	Miller & Wright Paper Company
BUTTE	Butte Paper Company	OMAHA	Field-Hamilton-Smith Paper Company
CHICAGO	Berkshire Company	PHILADELPHIA	Thomas W. Price Company
CHICAGO	Dwight Bros. Paper Company	PITTSBURGH	The Ailing & Cory Company
CINCINNATI	Diem & Wing Paper Company	PORTLAND, ORE.	Blake McFall Company
CLEVELAND	Petrequin Paper Company	PROVIDENCE	John Carter & Company
COLUMBUS	Diem & Wing Paper Company	RICHMOND	B. W. Wilson Paper Company
DETROIT	Beecher, Peck & Lewis	ROCHESTER	R. M. Myers & Company
INDIANAPOLIS	Crescent Paper Company	SALT LAKE CITY	Carpenter Paper Co. of Utah
KANSAS CITY, MO.	Kansas City Paper House	SAN ANTONIO	San Antonio Paper Company
LOUISVILLE	Diem & Wing Paper Company	SAN FRANCISCO	Bonestell & Company
MILWAUKEE	Dwight Bros. Paper Company	SEATTLE	American Paper Company
MINNEAPOLIS	Minneapolis Paper Company	SPOKANE	John W. Graham Paper Company
NASHVILLE	Clements Paper Company		
NEW ORLEANS	E. C. Palmer & Co., Ltd.		
ST. LOUIS			Mack-Elliott Paper Company
ST. PAUL			E. J. Stilwell Paper Company
TACOMA			Standard Paper Company
TOLEDO			Blade Printing & Paper Company
WASHINGTON			O. F. H. Warner & Company
EXPORT			
			Buntin, Gillies & Co., Ltd.
			Brown Brothers, Ltd.
			McFarlane, Son & Holigson, Ltd.
			London, England, Lindenmeyr & Johnson Paper Co., Ltd.
			Cuba and Mexico, J. N. L. Smythe Co., Philadelphia

BRIGHTWOOD
BRAND



IS YOUR PLUNGER STICKING?

Do you get poor slugs, and have more or less pot or metal trouble? If so, try our WELL-THROAT CLEANSER.

A sure remedy for type and slug casting machine well and throat troubles. Send today for 50c package, or large size, \$1.00, postpaid, to any address in the U. S.

Directions sent with each and every package.

THE WELL-THROAT CLEANSER CO.
P. O. Box 117 LEAVENWORTH, KAN.



DESIGNERS BUILDERS

HERBERT H. GILES - - - 105 West 40th Street, NEW YORK

AUTOMATIC MACHINERY

We design and build Automatic Machines that perform operations of: Assembling, Cartoning, Counting, Cracking, Corking, Drying, Developing, Folding, Forming, Filling, Grading, Japanning, Knitting, Laundry, Labeling, Manufacturing, Printing, Producing, Packing, Sewing, Special Work, Stamping, Tying, Wrapping and Weighing.

An Automatic Machine will save time and expense in the cost of your production.



Finished Tape

"Sanderco" Cement For Folder Tapes

One pound and Spl. Combing Brush, \$5.75, postpaid.

Endless Tape Compound Co.
Phipps Power Bldg., Pittsburgh, Pa.

MORGAN EXPANSION ROLLER TRUCKS

**Save 50%
on Rollers**

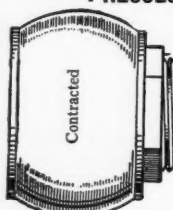


Expanded

We shall be glad to furnish the names of printers who have used our trucks. Their recommendations are our best references.

Ask your dealer or send direct to

MORGAN EXPANSION ROLLER TRUCK CO.
6552 Hollywood Blvd., Los Angeles, Cal.



Contracted

FOR
JOB
PRESSES

A Concise Manual of Platen Presswork

A complete treatise covering all the essentials of the theory and practice of Platen Presswork. Thirty-two pages, packed with information that you can use every day. Contents: Bearers; Care of the Press; Distribution; Feeding; General Remarks; Impression; Ink; Overlay; Rollers; Setting the Feed Gages; Special Troubles; Tympan; Underlaying. Send a quarter today for a copy. You'll get dollars' worth of good from the pamphlet. Also ask for our latest catalogue of books.

THE INLAND PRINTER CO.
Book Dept. 632 Sherman Street, Chicago, Ill.



Ye Sign of Quality INKS

EAGLE PRINTING INK CO.
NEW YORK CHICAGO

BOOKBINDING

Edition Binding, Leather, Cloth, also Catalog.
Efficient Workmanship. Prompt Service.

Correspondence
Solicited.

MURPHY-PARKER COMPANY
701-709 Arch Street, Philadelphia, Penna.

To Eliminate Static Electricity— Offset—Slip Sheeting, Use The Johnson Perfection Burner Cleveland



Facsimile of Imprint
reduced in size.
AUG 28 1917 3 43 PM

MINUTES MEAN MONEY!—Lost Time Is Lost Money—Check It!

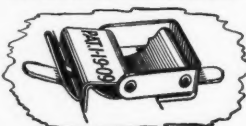
KNOW TO THE MINUTE when work is started and finished: when orders are received and delivered; when letters are received and answered.

You Need KASTENS TIME STAMP

Efficiency in War Time and All Times! Kastens Time Stamps cost little, are built for long service, and work quickly, smoothly and accurately. Send for catalogue showing various styles with prices.

HENRY KASTENS, 418-20 W. 27th St., New York City, N. Y.

STRAIT'S PATENT LEVER FEED GUIDE



*The Logical Successor to the Quad,
because it is dependable and saves time*

Dozen, \$2.50; Half dozen, \$1.35
Set (3) 75c; Extra Tongues, doz., 10c.

Sold by Dealers Everywhere

H. H. STRAIT, Mfr., Overland, Mo.

EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD
Simple, economical, durable

Sheets, 6 x 9 inches \$1.25 a dozen, postpaid

THE INLAND PRINTER COMPANY
632 Sherman Street, CHICAGO

THE TYPOGRAPHY of ADVERTISEMENTS

By F. J. TREZISE

"This is one of the best books on the subject, and I shall include it in my list of approved books on Advertising. It is well written and artistically gotten up. I congratulate *The Inland Printer* on the work."

PROFESSOR WALTER DILL SCOTT.

136 pages, 65 illustrations in two colors.

Price \$2.35 postpaid.

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago

DECREASED COST plus INCREASED PRODUCTION = INCREASED PROFIT

The Premier Line-up and Register Table is demonstrating this fact in many, many plants today.

Equipment that really saves time, that is really practical and efficient—is not a luxury! —is not an expense! It is an ABSOLUTE NECESSITY.

To do without such equipment means that you pay the price of it, in lost time, over and over again.

Good judgment is to BUY it and only pay for it ONCE.

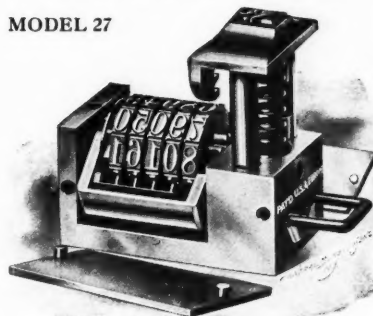
So many firms are now using the Premier Line-up and Register Table that every printer should investigate this device.

A 40 page booklet on "Problems of Line-up and Register and Their Solution" is now ready for distribution. Simply ask for booklet.

PREMIER REGISTER TABLE CO.
109 W. Canton Street Boston 18, Mass.

SIMPLICITY

MODEL 27



Nº 12345

Facsimile Impression—Size $1\frac{1}{2}$ x $1\frac{1}{8}$ inches

VIEW SHOWING PARTS DETACHED FOR CLEANING

Roberts Numbering Machines

The Recognized World Standard

Model 27	5 Wheels	\$20.00
Model 28	6 Wheels	22.00

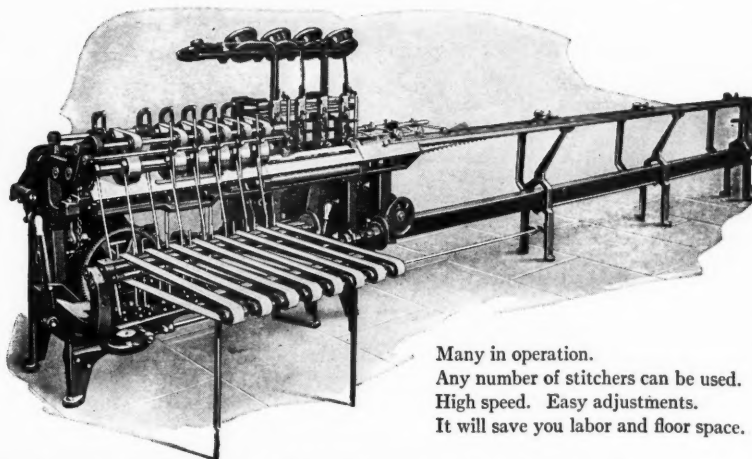
SUPERIOR CONSTRUCTION—FULLY PATENTED
UNEQUALED RESULTS—MAXIMUM ECONOMY
TO NUMBER EITHER FORWARD OR BACKWARD
FULLY GUARANTEED

Many other models. Send for illustrated catalog and prices.

The Roberts Numbering Machine Co.
694-710 Jamaica Ave., Brooklyn, N. Y.

CHRISTENSEN'S *Latest Type* Stitcher- Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY RACINE, WISCONSIN

Canadian Agents:
TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada
CANADIAN-AMERICAN MACHINERY CO.,
63 Farrington Street, London, E. C.
Eastern Agents:
GEO. R. SWART & CO., Printing Crafts Building,
461 8th Avenue, New York, N. Y.

Southern Agents:
J. H. SCHROETER & BROS.,
133-135-137 Central Avenue, Atlanta, Ga.
Chicago Office:
Room 469-71 Transportation Building,
609 South Dearborn Street, Chicago, Ill.

LODESTONE COVERS



LODESTONE DISTRIBUTORS

BALTIMORE, MD.	O. F. H. Warner & Co.
BOSTON, MASS.	John Carter & Co.
BUFFALO, N. Y.	R. H. Thompson Co.
CHICAGO, ILL.	J. W. Butler Paper Co.
CHICAGO, ILL.	James White Paper Co.
CINCINNATI, O.	The Chatfield & Woods Co.
CLEVELAND, O.	The Union Paper & Twine Co.
DALLAS, TEXAS.	Southwestern Paper Co.
DETROIT, MICH.	Chope-Stevens Paper Co.
GRAND RAPIDS, MICH.	Central Michigan Paper Co.
HARTFORD, CONN.	Henry Lindenmeyr & Sons.
HOUSTON, TEXAS.	Southwestern Paper Co.
INDIANAPOLIS, IND.	Crescent Paper Co.
KANSAS CITY, MO.	Missouri-Interstate Paper Co.
LOS ANGELES, CALIF.	Sierra Paper Co.
MILWAUKEE, WIS.	Standard Paper Co.
MINNEAPOLIS, MINN.	McClellan Paper Co.
MINNEAPOLIS, MINN.	Minneapolis Paper Co.
NEWARK, N. J.	Henry Lindenmeyr & Sons.
NEW YORK, N. Y.	Henry Lindenmeyr & Sons.
OMAHA, NEBR.	Field-Hamilton-Smith Paper Co.
PHILADELPHIA, PA.	Paper House of Pennsylvania.
PITTSBURGH, PA.	The Chatfield & Woods Co.
PORTLAND, ORE.	Endicott Paper Co.
ROCHESTER, N. Y.	R. M. Myers & Co.
SAN FRANCISCO, CALIF.	Pacific Coast Paper Co.
SEATTLE, WASH.	Mutual Paper Co.
ST. LOUIS, MO.	Mississippi Valley Paper Co.

Get the New Sample Book of the Newest Covers

LODESTONE Cover Paper is decidedly a novelty. Its striking appearance commands instant attention. The crystalline formation in delicate multi-tone blending of colors suggests nature's own creations in the geological field. Nothing like it has ever before been produced in paper. Its advertising value can not be overestimated.

LODESTONE Covers are easy to print, have excellent embossing and folding qualities, and unusual durability, the surface being practically waterproof. There are seven shades, all shown in the new sample book which is just off the press. Secure one of these interesting exhibits from the nearest distributor.

LODESTONE Covers are moderate in price and so available for big editions. The sheets are made in the sizes which cut with least waste in catalog and booklet work. Unusual sizes can be made on quantity orders.

LODESTONE Covers are offered in three thicknesses, also with white lining, as shown in the sample book. All cover requirements have been carefully anticipated.

LODESTONE Covers have met with instantaneous success. The advance sale was unusually heavy and our distributors predict that it will become one of the most popular cover papers on the market.

LODESTONE Covers are produced by the makers of the famous Sunburst Cover Paper, which is in itself a guarantee as to beauty, quality and service ability. Be sure to ask the nearest dealer for a free Lodestone sample book.

HAMPDEN GLAZED PAPER & CARD CO.
HOLYOKE, MASS.

INCREASED SALES

the salvation of 1922

Increased Sales will be the Salvation of 1922

THE VOLUME OF YOUR PROFITABLE SALES WILL BE THE MEASURE OF YOUR PROSPERITY DURING 1922. *

CAREFULLY PLANNED AND PROPERLY PRINTED SALES LITERATURE IS AN UNTIRING ALLY THAT WILL STRENGTHEN YOUR SELLING EFFORT. *

LET US TALK TO YOU IN TERMS OF DOLLARS AND CENTS ABOUT FOLDERS, CIRCULARS, STUFFERS, CATALOGS AND GOOD PRINTING IN GENERAL, AS IT APPLIES TO YOUR PROPOSITION. *

Good Printing is the World's greatest Selling Force

PRINTERS **CLARKE & COURTS** LITHOGRAPHERS

Galveston Texas



**FREE Advertising
Service For
Printers**

**HERE'S THE WAY
TO BIGGER BUSINESS
FOR YOU**

We want 1922 to be a big year for the printing industry.

A busy printer has constant need for his photo-engraver and electrotyper.

The more business the printer does, the more business we will do.

**THE CRESCENT ADVERTISING
BLOTTER SERVICE** is our contribution to bigger business for printers everywhere.

Once each month we will furnish plates for an attractive two-color blotter prepared for the express purpose of increasing printing sales. Print them in your own plant, to advertise your own business.

Plates for the January number, illustrated above, now ready for delivery. Use the coupon.

Design artistically worked out. Easy to print. Attractive in appearance. Convincing in appeal.

Plates complete, mortised for your firm signature will be delivered to your desk for \$3.35—the regular electrotype rate. No charge for service; no charge for art; no charge for anything except the electrotypes you use.

You can get them every month, or select such numbers as best suit your convenience.

Accepting this offer does not obligate you to use Crescent Service for your regular art and plate requirements; but it will be the means of putting you in direct touch with a concern that is anxious to serve you better.

CRESCENT ENGRAVING CO.
KALAMAZOO, MICHIGAN

BIGGER BUSINESS COUPON

Crescent Engraving Co.,
Kalamazoo, Mich.
Gentlemen:—Please send at once January blotter plates. Your invoice for \$3.35, covering total cost of same, will be paid when due.

Firm Name _____
City _____
State _____



Announcement

TO THE PRINTERS OF AMERICA
BY THE AMERICAN WRITING PAPER COMPANY



With a view to rendering a creative and constructive service to the printers of America we are publishing a series of booklets that uncover a vast potential field for new business, virgin in possibilities and waiting but intelligent exploitation to yield generous profits to those who work it. Four of these booklets (written *for* and *to* the printer) are entitled:

- | | |
|------------------------------|---------------------------------------|
| (1) WHAT WE WORK FOR | (3) THE FIELD FOR SKILL AND KNOWLEDGE |
| (2) LOOKING DOWN MAIN STREET | (4) BONANZAS |

The driving force of modern business is *selling*.

The printer can easily become the instrument through which business men can make more sales, make more profits, and pay larger dividends.

The printer who can offer *and deliver* a constructive selling service to business men all around him has no need to sell to—he will be bought from.

We are furnishing the printing craft of America with

A COURSE OF INSTRUCTION.

This Course will explain how to originate business-building *plans* for present business enterprises, or how to launch a business under the best plan possible for its success; it will show how to *present the plan* to "prospects" of that business so that they will be stimulated to *buy*, freely and generously *and* it will teach the printer how to sell the skill and knowledge the Course of Instruction gives to him, to the best advantage, to business men all around him, who, when they buy his plan, will buy his printing to carry it out. In other words, we are furnishing the printing craft of America through the local Typothetae branches with:

A COURSE IN PRINTED SALESMANSHIP AND IN SELLING PRINTED SALESMANSHIP.

The man who wrote this Course of Instruction has perfected and applied it in a practical, money-making way to the art and craft of printing. He writes about it with such clearness of expression and such illustration that any man of ordinary intelligence can grasp, easily and quickly the great basic principles of the new science which he entitles "Selling by the Printed Word."

Simultaneously with this service to printers we are publishing a series of booklets or manuals to consumers of printing (the business

men of America) designed to stimulate Direct-Mail campaigns, and as a consequence to stimulate a demand on the printer for printing and service. The three booklets ready for immediate circulation to the business world comprise:

- (1) THE MASTER SALESMAN.
- (2) IDOLS OF BUSINESS.
- (3) THE BOOKLET—KING OF SALES MEDIA.

The series mentioned here comprises but the *beginning* of a vast business. "drive" on a national scale to inspire, educate, and stimulate, to the betterment and profit of the entire printing industry.

The American Writing Paper Company dedicates this campaign to the printing craft of America, through the United Typothetae of America, without cost and without price.

Apart from great individual benefit to every printer it is firmly believed that the creation, issuance, and circulation of the Course on a nationally comprehensive scale marks an epoch in printing history, indicating; as it does, a new selling strategy that should prove of almost illimitable benefit and value to the entire printing industry.

Printers (i.e., employers, employees, or representatives) wishing booklets and Course simply register name and address (by mail, or in person) with nearest Typothetae branch. It will be speedily recognized on study and review that service and value given represent large financial outlay and have been rendered possible only by organized resources far beyond average reach. A Course of this character, written exclusively for the printing craft, has so far been both unpurchasable and unattainable. The American Writing Paper Company in accomplishing this step will deem itself both honored and privileged if the printers of America accept its fruits in the spirit of helpfulness and goodwill in which it is tendered.

THE AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.

TABLE OF CONTENTS

JANUARY, 1922

	PAGE		PAGE		PAGE
Advertising Paper	530	Graphic Arts Exhibit at Albany.....	528	Portraits — Continued:	
American Guild of the Printing Industry, The.....	524	Hebrew Press, A New.....	530	Ratdolt, Erhard	Frontispiece
American Type Founders Central Factory,		Higher Standards in the Printing Industry—		Present Day Standards.....	523
Aeroplane View of.....	530	Health and Sanitation	524		
Arkin Staff Holds "Get Together"	528			PRESSROOM:	
		Ideal Printed Page, The.....	476	Beautiful Catalogue, A	495
Bingham, Millard F., Passes Away.....	527			Blanket for Drum Cylinder Press.....	495
Bremerton News Becomes Daily.....	528	ILLUSTRATIONS:		Book on Tin Plate Printing.....	495
BOOK REVIEW:		American Type Founders Foundry, Photo-		Brass or Zinc Sheet for Perforating.....	495
Annuaire de l'Imprimerie, 1921-1922.....	525	graph Taken From an Aeroplane.....	530	Does Lye Damage Halftone Plates?.....	495
Annual Report of the Smithsonian Institu-		Appianus, Historia Romana, Page from,		Engraving Appears to Be Inked Irregularly.....	496
tion, 1919	525	Printed by Ratdolt.....	489	Four Plates Look Alike.....	496
Modern Pulp and Paper Making.....	525	Chart Showing Sources of Waste in the		Halftones Do Not Print Satisfactorily.....	496
Speed and Accuracy.....	525	Printing Industry	526	Printing on Muslin or Similar Fabric.....	495
Waste in Industry.....	525	Chicago Title Page of 1840.....	514	Printing on Tags	495
COLLECTANEA TYPOGRAPHICA:		Earliest Known Type Specimen Sheet, Printed		Slurring on Rule Form.....	495
Don't Stop	514	by Ratdolt.....	491	Static Electricity Causes Trouble.....	496
Education of the Apprentice in 1834.....	513	Euclides, Elementorum in artem Geometric.		What Is Printing Ink?.....	496
Franklin Item, A	513	Hampshire Paper Company, Exhibit of, at		Print Shop Where Order Reigns Supreme, A....	520
Services That Are Permanently Valuable....	514	D. M. A. A. Convention.....	529	Printing Scholarship Established by Miller Saw-	
Suggestion to Ambitious Young Printers, A. 514		Miehle Vertical Job Press, The.....	527	Trimmer Company	529
CONTRIBUTED:		Miller Saw-Trimmer Company Exhibit at			
Cost System, The Essentials of a.....	475	New York	529	PROCESS ENGRAVING:	
Credit, What the Printer Should Know About		Pages from Appianus, Historia Romana.....	490	Color Photography	492
Decoration in Regard to Typography (With		Thanksgiving Poster Issued by Postmaster		Duographs in New Zealand.....	493
Insert)	479	General	496	Halftone Screen Sweating, To Prevent.....	492
English Language, Diverse Notions of.....	478	Incidents in Foreign Graphic Circles.....	500	Making Asphalt More Sensitive.....	492
Evolution and Value of the Appraisal, The..	493	JOB COMPOSITION:		Misinformation for Photoengravers.....	493
Ideal Printed Page, The.....	476	Master Typographers of Today.—No. 8—		Offset Rotogravure	492
Lure of Printers' Ink, The.....	522	Lennis K. Brannon	497	Sound Talk by Photoengraver.....	492
Paper Industry as Seen by the Printer, The..	484	Long Price List, The.....	521	The Photoengravers' Bulletin.....	492
Print Shop Where Order Reigns Supreme, A. 520		Lure of Printers' Ink, The.....	522	Wax Engraving	492
Ratdolt, Erhard, of Venice and Augsburg, and		MACHINE COMPOSITION:		PROOFROOM:	
His Improvements in Typography.....	489	Certain Slugs Eject With Difficulty.....	488	Article, Unsettled Use of.....	515
CORRESPONDENCE:		Fringing of Metal on Face of Mold.....	487	Collective Noun, Another.....	515
Letters We Appreciate.....	519	Matrices Distributing Cause Clogging in		Grammar Questioned	515
Making Fun of Long Words.....	519	Channel Entrance	488	Preferred Division of a Word.....	515
Psychological Research in the Printing In-		Metal Adheres to Back of Mold.....	488		
dustry	519	Mohr Lino-Saw Book of Mechanism.....	487	Ratdolt, Erhard, of Venice and Augsburg, and	
COST AND METHOD:		Operator Has Trouble Setting Knives.....	487	His Improvements in Typography.....	489
Are You Growing?	511	Operator Should Study Details.....	488		
Cost of Doing Without, The.....	511	Slug Has Defective Face.....	487	Sales Help for Printers.....	529
Cost of Misunderstanding, The.....	512	Transposing of Capitals With Small Letters..	488	Something for Advertisers to Think About.....	518
Dividing the Pay Roll.....	511	Wear on Cams and Rolls.....	487	SPECIMEN REVIEW	505
Outside Investments	511	What Is a Point?.....	487		
Cost System, The Essentials of a.....	475	Merger of Advertising Firms.....	528	TRADE NOTES:	
Credit, What the Printer Should Know About..	473	Miehle Press, A New.....	527	Advertising Paper	530
		Mission Press Installs Linotypes.....	530	American Type Founders Central Factory,	
Decoration in Regard to Typography (With				Aeroplane View of	530
Insert)	479	NEWSPAPER WORK:		Arkin Staff Holds "Get Together"	528
DIRECT ADVERTISING:		Legal Line Rate Again, The.....	501	Bingham, Millard F., Passes Away.....	527
Classifications of Direct Advertising, The..	481	Must Newspapers Sacrifice Principle?.....	501	Bremerton News Becomes Daily.....	528
Direct by Mail Advertising.....	488	Observations	502	Brief Notes of the Trade.....	527
		Political Advertising Paid Well.....	501	Graphic Arts Exhibit at Albany.....	528
EDITORIAL:		Review of Newspapers and Advertisements..	502	Hebrew Press, A New.....	530
American Guild of the Printing Industry, The				Merger of Advertising Firms.....	528
Editorial Notes	523	Paper Industry as Seen by the Printer, The..	484	Miehle Press, A New.....	527
Higher Standards in the Printing Industry—		Paper Mills of Europe, Traveling Through the..	516	Mission Press Installs Linotypes.....	530
Health and Sanitation.....	524	Pavyer, James G.	528	Pavyer, James G.	528
Present Day Standards.....	523	Photographic Exposure Calculator.....	530	Photographic Exposure Calculator	530
English Language, Diverse Notions of.....	478			Printing Scholarship Established by Miller	
Evolution and Value of the Appraisal, The..	493	PORTRAITS:		Saw-Trimmer Company	529
Foreign Graphic Circles, Incidents in.....	500	Arkin Staff at "Get Together" Luncheon..	528	Sales Help for Printers.....	529
		Brydges, Sir Samuel Egerton.....	513	Wisconsin Newspaper Men Organize New	
		Kiely, Miss Helen U.	516	Daily	529
				Wisconsin Newspaper Men Organize New Daily	529



STRATHMORE IS PART OF THE PICTURE

Think of your paper as a color.

Think of your paper as a substance.

Think of your paper as the part of your booklet or folder that is most elemental in its appeal to the senses and so to the mind.

Your argument for quality may not be read. But the fact of Strathmore quality in the paper cannot fail to make itself seen, felt and understood.

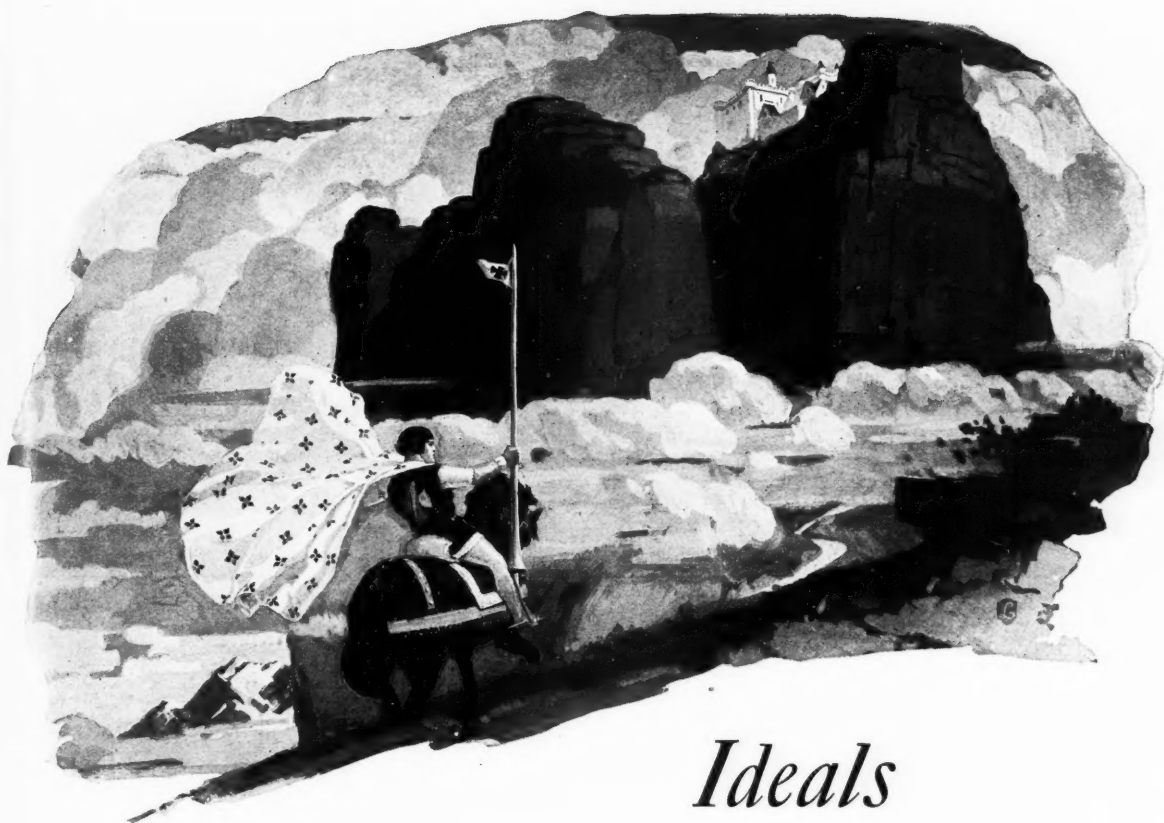
We like to say Strathmore offers 1001 varieties of quality book and cover combinations. The figure is nearer 1,000,001.

Write for "Cy Kology," our latest booklet for exhibiting to your staff and customers.

Strathmore Paper Company, Mittineague, Massachusetts, U. S. A.



STRATHMORE *Expressive Papers*



Ideals

*Far off they saw the silver-misty morn
Rolling her smoke about the royal mount
That rose between the forest and the field.
At times the summit of the high city flash'd;
At times the spires and turrets half-way down
Prick'd thro' the mist; at times the great gate shown
Only, that opened on the field below;
Anon, the whole fair city had disappear'd.*

CENTURIES ago, Tennyson tells us, the knights of old, armed with shining lances and arrayed in chain mail, allegorically sought the mythical Holy Grail.

Today, in the midst of the din and clamor of cities, in noisy marts of trade, the silver ideal of service still rises.

Standing on the floors of our large Chicago warehouses, are over 8000 different items waiting to fill your every demand—this properly typifies our idea of service.

Here are papers just made to express security or exclusiveness, or honesty or dignity; strong covers, in steel gray, ideal for machinery catalogs; smooth finish books and enamels for fine halftone work; rich egg shells in white and india for the more popular line and wood engravings; bonds—with that crisp crackle of newly made money; vast arrays of stocks in all grades, sizes, weights and colors.


No matter what you want, the best way to satisfy that demand is through our Service Department. We will gladly offer suggestions, send samples, make up dummies without cost, for any job on which you may be figuring.

BRADNER SMITH & COMPANY

175 W. Monroe Street

CHICAGO

ILLINOIS



Crane's Ladies' Stationery.
 Of well-known Merit
 Yield a Profit to Dealer
 Sold by Booksellers
 and Stationers
Z & W M CRANE
 Dalton Massachusetts USA

Our papers are supplied in fine wedding stationery, visiting cards, and other specialties, by Eaton, Crane & Pike Co., Pittsfield, Mass. and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

INDEX TO ADVERTISEMENTS

	PAGE		PAGE		PAGE
Acme Multi-Color Co.....	560	Erickson, Albert W.....	552	Morgans & Wilcox Mfg. Co.....	555
American Assembling Machine Co.....	454	Esleek Mfg. Co.....	559	Murphy-Parker Co.....	568
American Brass & Wood Type Co.....	560	Forest City Bookbinding Co.....	534	National Machine Co.....	463
American Printing Ink Co.....	466	Fuchs & Lang Mfg. Co.....	556	Neenah Paper Co.....	542
American Steel Chase Co.....	560	Gilbert Paper Co.....	539	Nelson, C. R. & W. A.....	546
American Type Founders Co.....	456, 536, 548	Giles, Herbert H.....	568	New Advance Machinery Co.....	557
American Writing Paper Co.....	572	Globe Engraving & Electrotype Co.....	550	New Era Mfg. Co.....	468
Anderson, C. F., & Co.....	558	Goes Lithographing Co.....	457	Norib Co., The.....	553
Automatic Printing Devices Co.....	554	Golding Mfg. Co.....	465	Northwestern Electric Co.....	556
Avery Galley Co.....	464	Goss Printing Press Co.....	554	Parker, Thomas & Tucker Paper Co.....	554
Babcock Printing Press Mfg. Co.....	449	Hacker Mfg. Co.....	553	Penrose, A. W., & Co.....	532
Barnhart Bros. & Spindler.....	461	Hamilton Mfg. Co.....	452	Pippert, W.....	560
Barton Mfg. Co.....	560	Hampden Glazed Paper & Card Co.....	570	Poates, L. L., Engraving Co.....	566
Berger & Wirth.....	555	Hampshire Paper Co.....	544	Porte Publishing Co.....	455
Berry Machine Co.....	461	Hancock Perfecting Lineup Machine Co.....	557	Premier Register Table Co.....	569
Bingham's, Sam'l, Son Mfg. Co.....	540	Hellmuth, Chas., Co.....	559	Print-Aid Co.....	552
Blatchford, E. W., Co.....	560	Hickok, W. O., Mfg. Co.....	554	Printers' Appraisal Agency.....	560
Blomgren Bros. Co.....	556	Hoffmann Type & Engraving Co.....	554	Printers Machine Works.....	554
Boice, W. B. & J. E.....	469	Holyoke Card & Paper Co.....	567	Roberts Numbering Machine Co.....	569
Boston Graphic Arts Exposition.....	564	Howard Paper Co.....	561	Rouse, H. B., & Co.....	456
Boston Printing Press & Machinery Co.....	434	Hoyt Metal Co.....	434	Royal Electrotype Co.....	458-459
Boston Wire Stitcher.....	548	Huber, J. M.....	563	Scott, Walter, & Co.....	437
Bradner Smith & Co.....	575	Indiana Chemical & Mfg. Co.....	451	Seybold Machine Co.....	434
Britton & Doyle.....	Insert	International Association of Electrotypes.....	445	Shattuck & Bickford.....	442
Brower, A. T. H., Co.....	558	Intertype Corporation.....	435	Sheridan, T. W. & C. B., Co.....	440
Brown, L. L., Paper Co.....	535	Jaenecki-Ault Co.....	469	Sinclair & Valentine Co.....	550
Bunn, B. H., & Co.....	546	Johnson Perfection Burner Co.....	568	Southam Press, Ltd.....	534
Burrage, Robert R.....	464	Kastens, Henry.....	568	Stafford Engraving Co.....	551
Butler Paper Corporations.....	433	Kidder Press Co.....	453	Standard Typesetting Co.....	553
Cabot, Godfrey L.....	534	Kimble Electric Co.....	562	Stephens, Sam'l, & Wickersham Quoin Co.....	453
Campbell, Neil, Co.....	560	King, Albert B., & Co.....	560	Stiles, Chas. L.....	560
Campbell Ptg. Press Repair Parts Co.....	534	King Card Co.....	534	Stokes & Smith Co.....	457
Carmichael Blanket Co.....	469	Laclede Mfg. Co.....	549	Strait, H. H.....	568
Casper Gripper Co.....	556	LaMonte, George, & Son.....	553	Strathmore Paper Co.....	574
Challenge Machinery Co.....	450	Lanston Monotype Machine Co.....	Cover	Teall, F. Horace.....	552
Chandler & Price Co.....	460	Latham Machinery Co.....	465	Ticonderoga Pulp & Paper Co.....	434
Chicago Paper Co.....	545	Lead Mould Electrotype Foundry.....	565	Type-Hi Mfg. Co.....	560
Christensen Machine Co.....	569	Lee Hardware Co.....	551	Ullman, Sigmund, Co.....	448
Cleveland Folding Machine Co.....	447	Liberty Folder Co.....	463	United Printing Machinery Co.....	Insert
Cline Electric Mfg. Co.....	549	Linograph Co.....	436	United Typothetae of America.....	462
Collins, A. M., Mfg. Co.....	538	Ludlow Typograph Co.....	441	Universal Fixture Corporation.....	557
Conner, Fendler & Co.....	534	McCain Bros. Mfg. Co.....	566	Want Advertisements.....	531
Craig Sales Corporation.....	468	Machine Appliance Corporation.....	552	Warner Electric Co.....	434
Crane, Z. & W. M.....	576	Marathon Electric Mfg. Co.....	459	Warren, S. D., Co.....	547
Crescent Engraving Co.....	571	Margach Mfg. Co.....	546	Well-Throat Cleanser Co.....	568
Cromwell Paper Co.....	Cover	Megill, Edw. L.....	531	Welsh, C. L., Co.....	550
Dejonge, Louis, & Co.....	467	Meisel Press Mfg. Co.....	459	Wesel, F., Mfg. Co.....	566
Dexter Folder Co.....	443, 458	Mergenthaler Linotype Co.....	Cover	Western States Envelope Co.....	548
Dinse, Page & Co.....	552	Mid-States Gummed Paper Co.....	562	Weston, Byron, Co.....	559
Dorman, J. F. W., Co.....	560	Miehle Printing Press & Mfg. Co.....	446	West Virginia Pulp & Paper Co.....	Insert
Dowd Knife Works.....	444	Miller Saw-Trimmer Co.....	470, 471	Wetter Numbering Machine Co.....	553
Durant Mfg. Co.....	560	Minneapolis School of Printing.....	558	Whitaker Paper Co.....	537
Eagle Engineering Co.....	555	Mittag & Volger.....	560	White, James, Paper Co.....	552
Eagle Printing Ink Co.....	568	Mohr Lino-Saw Co.....	546	Wiggins, John B., Co.....	552
Eastern Brass & Wood Type Co.....	534	Monitor Controller Co.....	555	Wing's, Chauncey, Sons.....	552
Eastern Mfg. Co.....	541, 543	Morgan Expansion Roller Truck Co.....	568	Wood & Nathan Co.....	559
Ellis New-Method Embossing Co.....	557				
Embossograph Process Co.....	533				
Endless Tape Compound Co.....	568				
Engdahl Bindery.....	534				

Clearer Impressions, Minimum Make-Ready, Obtained With

Cromwell Tympan Papers

Cromwell
Traveling,
Shifting,
Special Prepared
Tympan
Papers



Our Special Prepared
Tympan gives more
impressions without
replacing.

Is Moisture Proof
Never Rots
Needs no Oiling
Gives Draw Sheets
that are always tight
on your press.

DON'T confuse *Cromwell Tympan Paper* with the ordinary oiled surface sheets, as our product is a special made top sheet, usually termed a "Tympan Sheet." Furnished in rolls or sheets in any size. For economy on your press and perfection of work, adopt *Cromwell Tympan Papers*. Samples sent on application.

Manufactured exclusively by

The Cromwell Paper Company

Mill and Main Office, Jasper Place, Department I. P., Chicago, U. S. A.

GIVING CHARACTER TO PRINT



HERE is no printing so universally successful as that which depends on simple dignity and commands attention through force of character.

Character in printing is a subtle, elusive quality; easy to recognize but not so easy to achieve. It seldom results from the inspiration of long-haired genius. When found, it is usually the product of sincere, straightforward workmanship, backed by thorough knowledge and armed with adequate tools.

Linotype Typography equips the printer for the production of just such printing. It gives him type-faces designed with careful regard for all the considerations of beauty, utility, and tradition, each face supplied in a complete type family and supplemented with a complete series of perfectly related decorative material.

TYPOGRAPHY

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, New York

SAN FRANCISCO

CHICAGO

NEW ORLEANS

646 Sacramento Street

1100 South Wabash Avenue

549 Baronne Street

CANADIAN LINOTYPE LIMITED, 68 Temperance Street, TORONTO